

SALINA

*Your
Opportunity*



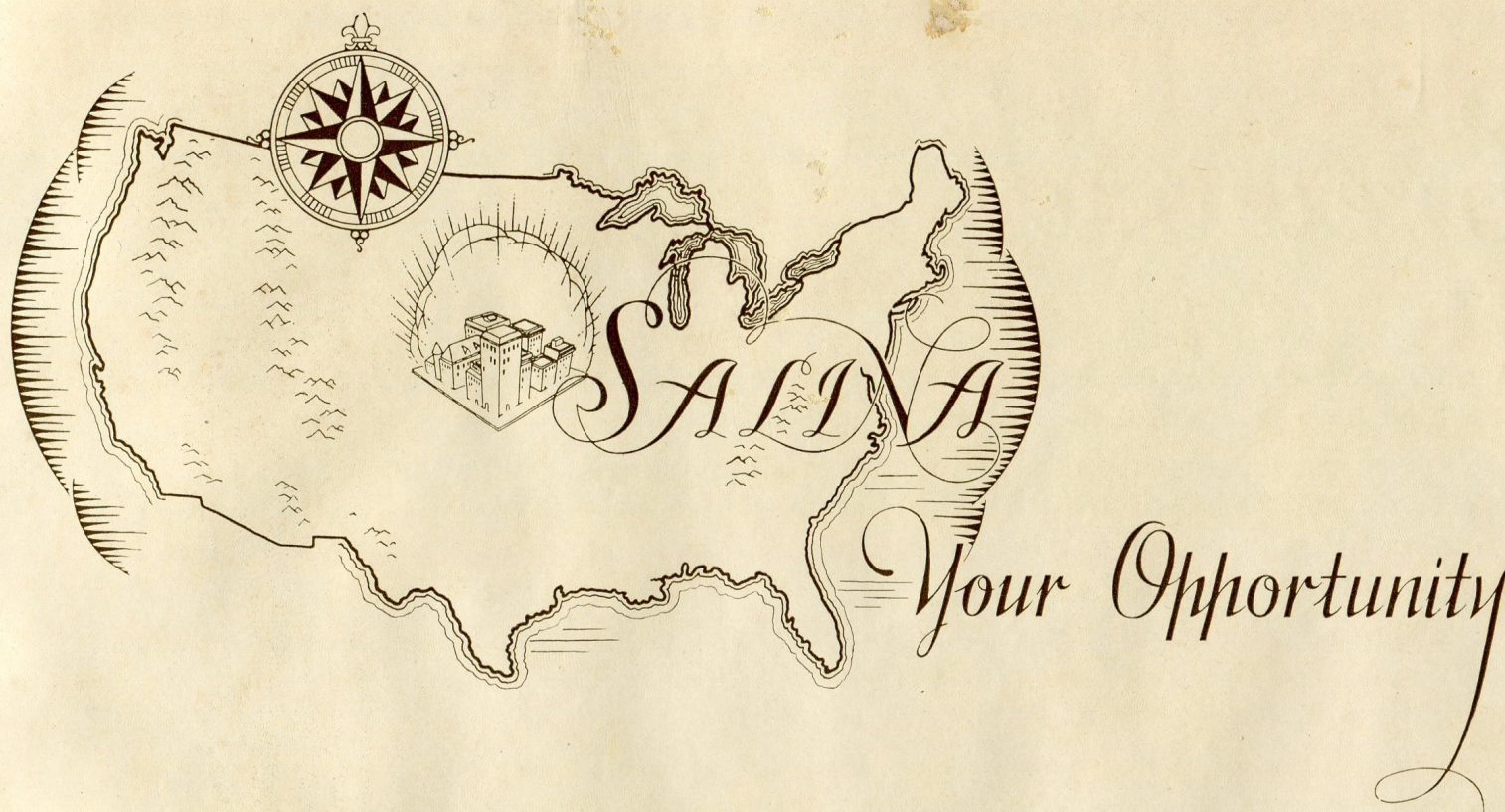


Your Opportunity

Published by the
CHAMBER OF COMMERCE
SALINA, KANSAS



96885



Published by the
CHAMBER OF COMMERCE
SALINA, KANSAS

Foreword

IN this book, "Salina—Your Opportunity," there are presented illustrations of a private, public and civic nature, setting out some of the attractive developments and advantages which have resulted in the slogan, "Your Opportunity."

Salina, since its growth as a townsite, has maintained a substantial and continuous growth, but during the past few years opportunities have been capitalized to a greater extent, thereby creating added growth and expansion in commercial, industrial and general community development.

The educational advantages, fine churches, good climatic conditions, location on the state map and the great agricultural territory within Salina's area have been the chief contributing factors toward making the city what it is today.

The purpose of this book is to set forth the pleasant living conditions, advantages and opportunities, with the hope of interesting those seeking a new location as a place of residence or to engage in commercial or industrial pursuits.

As an endorsement of the many advantages of Salina as a place in which to engage in business, and also to make possible this publication, many of our leading institutions have taken advertising space, and to them grateful acknowledgment is accorded.

The institutions whose advertising appears in this book, and many other successful ones, have grown and expanded with the city, and from all of them endorsements can be had as to the advantages of "Salina—Your Opportunity."

SALINA CHAMBER OF COMMERCE



Page 3 Airplane view of City of Salina from a height of 3000 feet. Business section just to right of center. Milling district at upper center. Thousands of splendid homes are hidden among the many fine trees

The Salina Board of Trade

AN ORGANIZATION

Efficient — Financially Dependable — Good Facilities

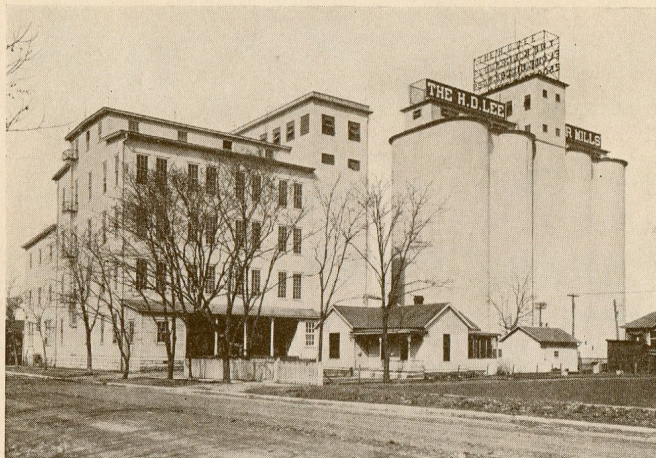
LIST OF ACTIVE MEMBERS

Beyer Grain Co.
Ted Branson Co.
B. C. Christopher & Co.
Davis-Noland-Merrill Gr. Co.
Eberhardt-Simpson Grain Co.
Faith Grain Co.
Farmers Union Jobbing Ass'n
Coffe & Carkener, Inc.
John Hayes Grain Co.
Art Hoffman Grain Co.
H. D. Lee Flour Mills

Logan Bros.-Hart Grain Co.
J. Lynch & Co.
E. L. Rickel-Grain
C. E. Robinson Elev. Co.
Robinson Milling Co.
Robinson-Wyatt Grain Co.
Shellabarger Mill & Elev. Co.
Smoot Grain Co.
Wallace Grain Co.
Western Star Mill Co.
Wolcott & Lincoln, Inc.

Why not confine your business to a market advantageously located in the heart of the Kansas wheat belt, equipped to serve you well?

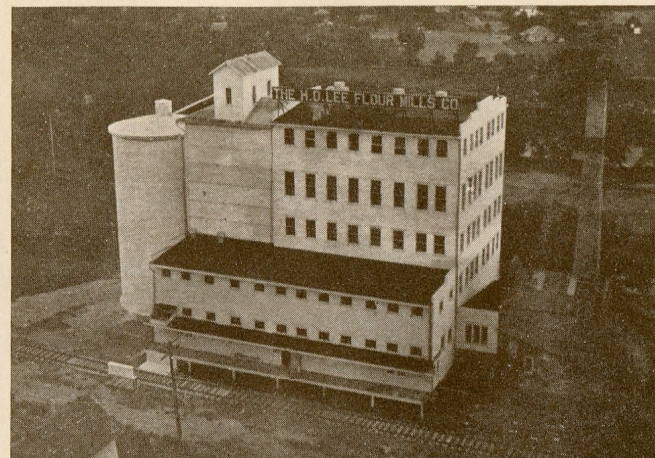
A STRONG ORGANIZATION FOR YOUR PROTECTION



Our Salina Plant 2000 Bbls. Daily Capacity

The LEE Mills

*Heart of the
Turkey Wheat
District*



Our Ellsworth Plant 500 Bbls. Daily Capacity



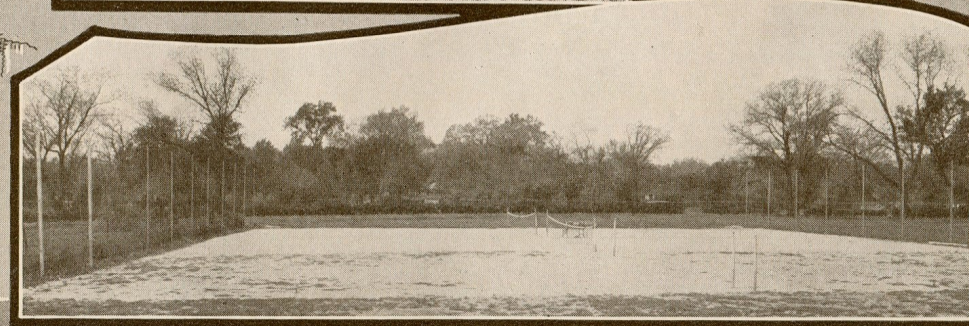
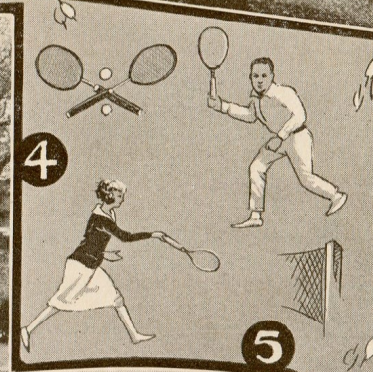
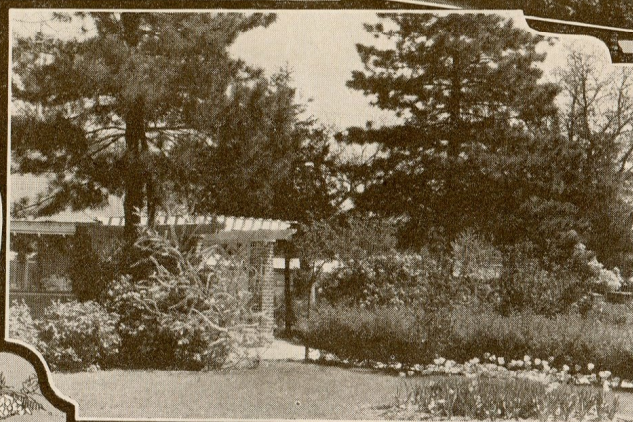
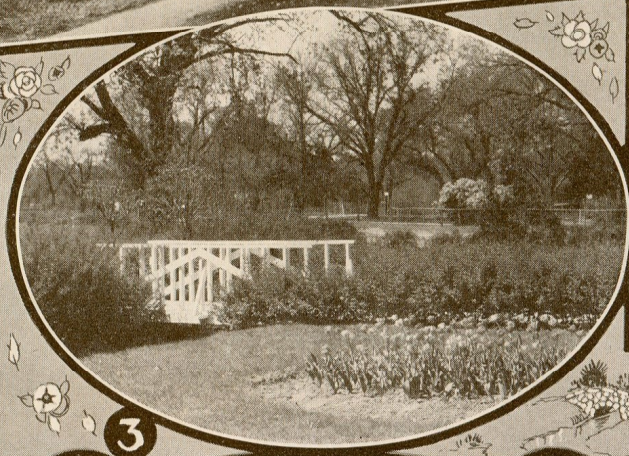
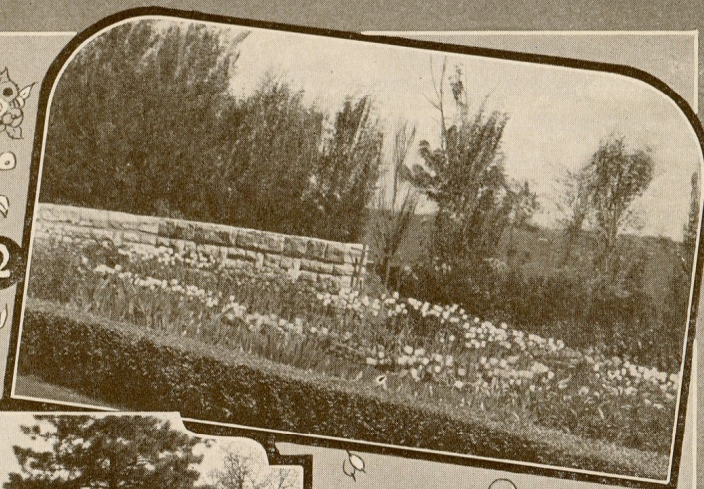
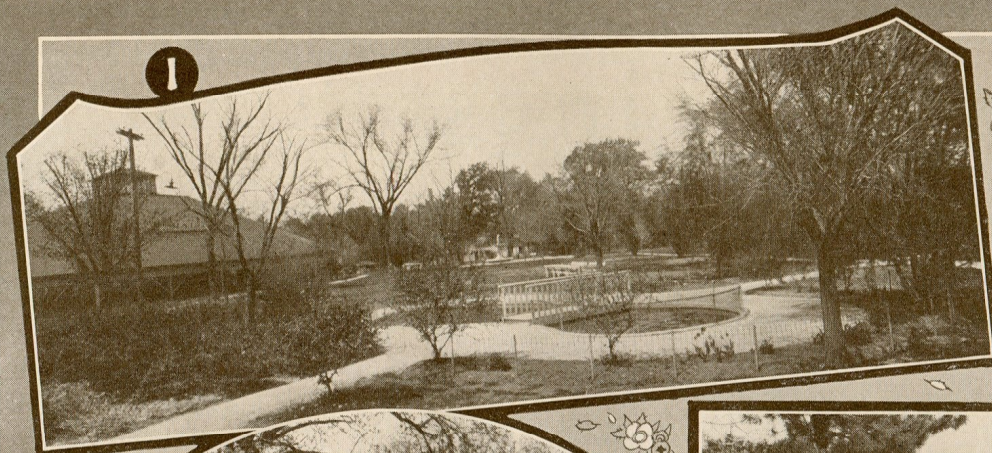
2500 Barrels Daily Capacity

AMERICAN EAGLE—a fancy short patent flour, milled smooth and soft for family use.

THE ADMIRAL—a short patent flour milled particularly for bakers.

The H. D. Lee Flour Mills Company
SALINA, KANSAS



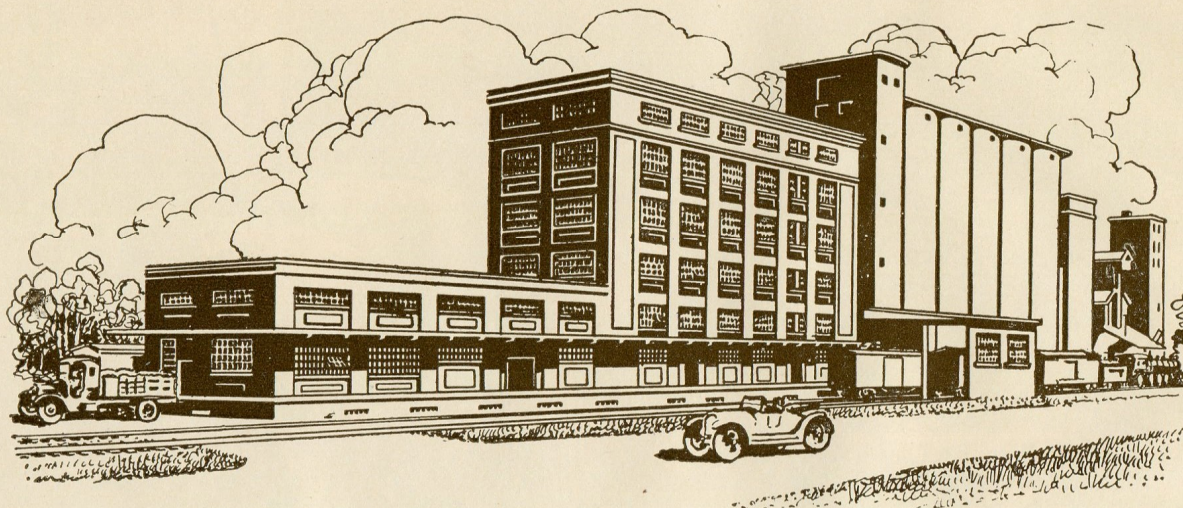


ALLURING!

1-2-3-4—Beauty spots in Oakdale Park.
5—Municipal tennis court.



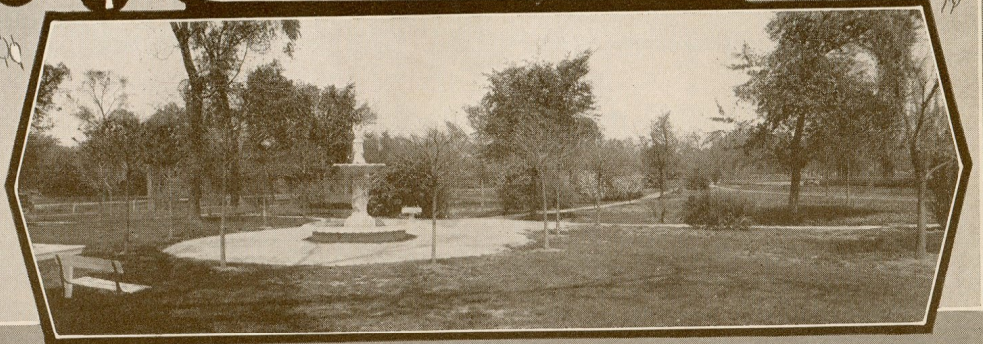
America's Finest Flour



This year marks the 10th Anniversary of our Company. We have grown with Salina until at the present time we are shipping flour to all parts of the world.

The Robinson Milling Company

Salina, Kansas

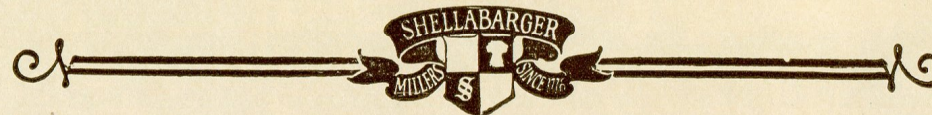


RECREATION PLUS

- 1—Municipal swimming pool.
- 2—City Park—a leafy paradise.
- 3—Play ground—Oakdale Park.
- 4—Beauty spot—Oakdale Park.
- 5—Scene on the Smoky Hill river.

1776

1929



— 153 YEARS —

Uninterrupted Quality Milling



2,500 Barrels
2,500,000 Bushels

The Shellabarger Mills
Salina, Kansas



PLAY LIFE AT SALINA

- 1—Golf course at Salina Country Club.
- 2—The inviting Country Club Pool.
- 3—Club house—Salina Country Club.
- 4—Another golfing vista—North View Country Club.

G. T. HELVERING, President
W. P. RONAN, Vice-President

JOHN VANIER, Sec'y-Mgr.
H. N. WEINSTEIN, Treasurer

Tea Table Flour

In the final analysis, the best measure of a flour's worth is its ability to command an increasing volume of sales year after year. This,

Tea Table Short Patent

is doing with marked success.

The Weber Flour Mills
Company

3500 Barrels Daily Capacity
SALINA, KANSAS

DAILY CAPACITY 1200 BARRELS

Western Star



. . . now Western Star flour is being more widely bought than ever before. Its incomparable standard of excellence is entirely responsible for its astonishing growth in sales.



The Western Star
Mill Co.

SALINA :: KANSAS



1



2

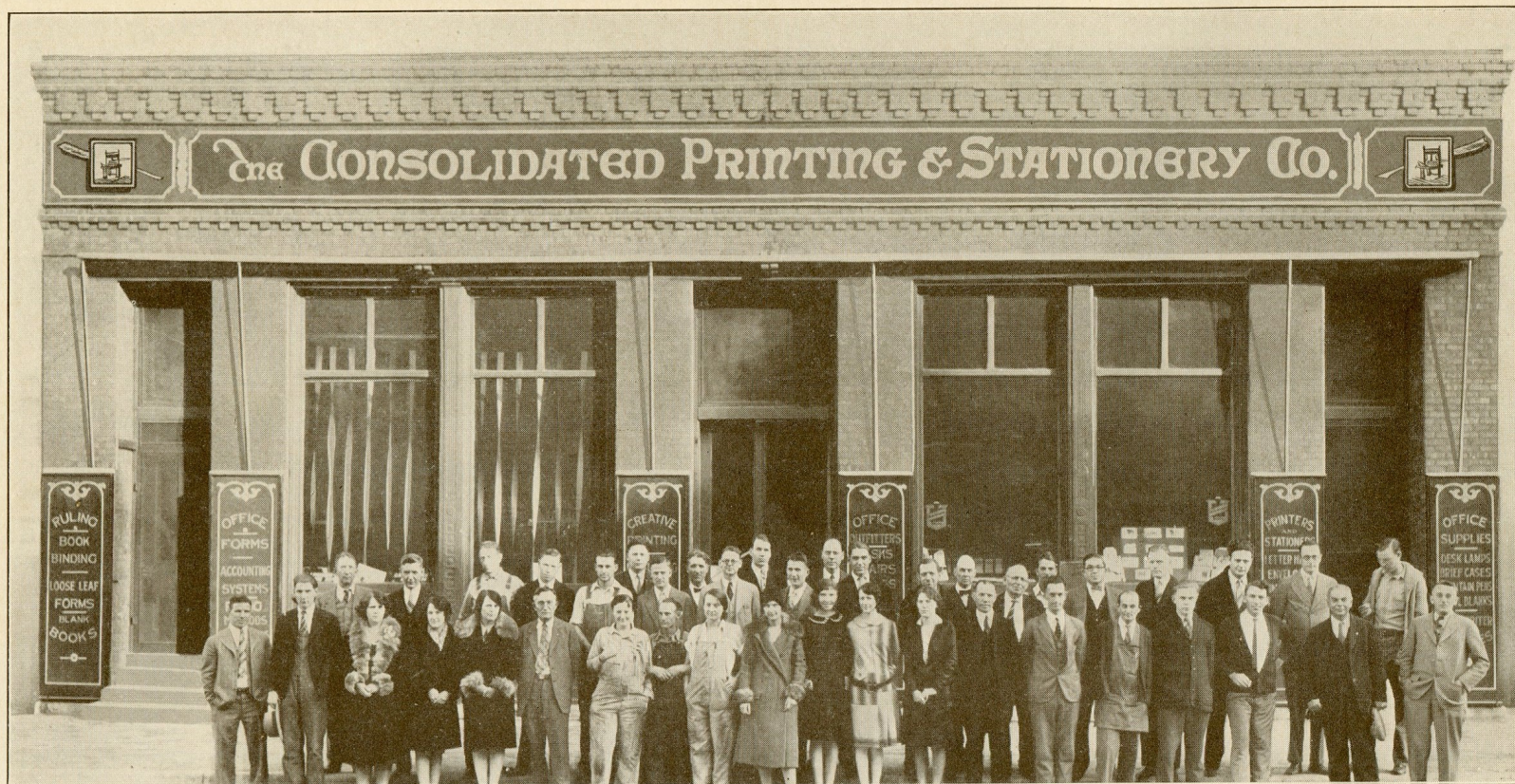
3



4



Another group of charming and attractive Salina homes. Marymount College for girls is in background of view No. 1.



Here are the 41 people who produced this book
... they are waiting to serve you

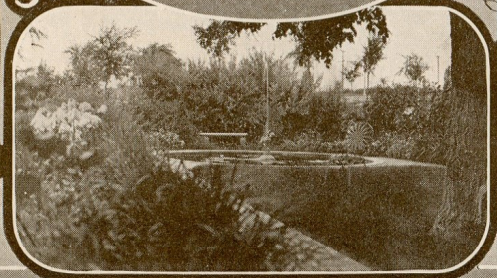
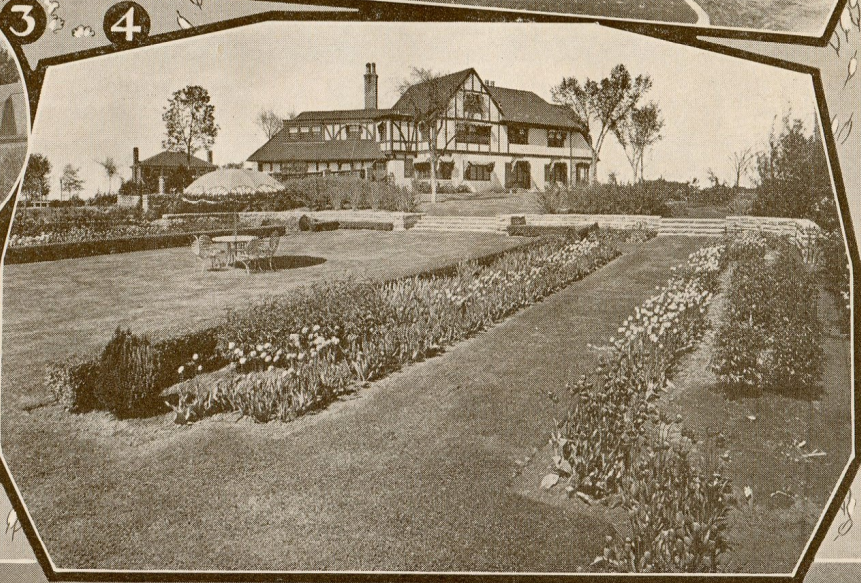
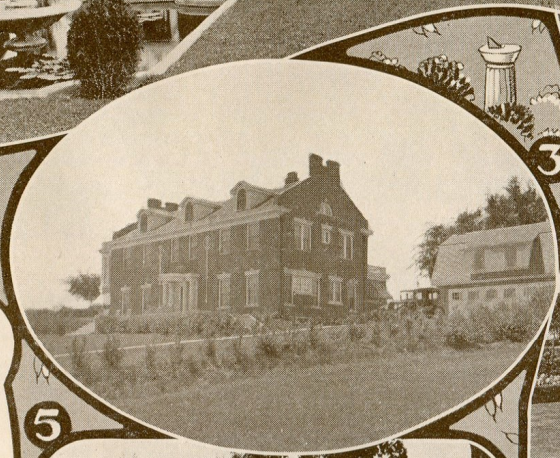
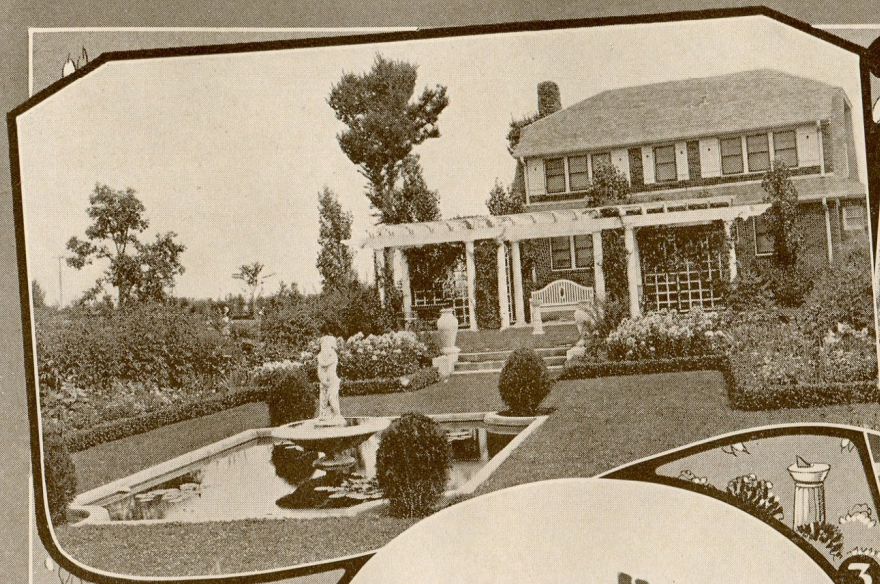
Stationery
Office Supplies

Direct Mail Advertising
Office Furniture

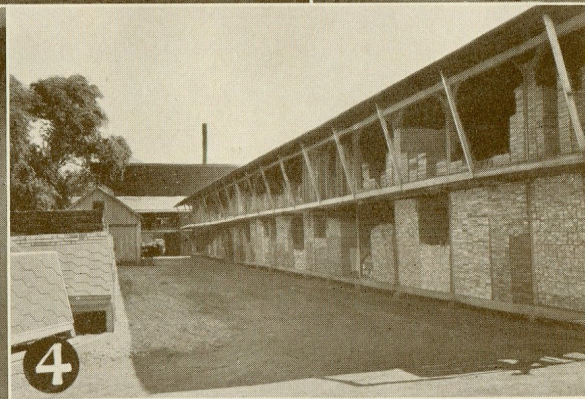
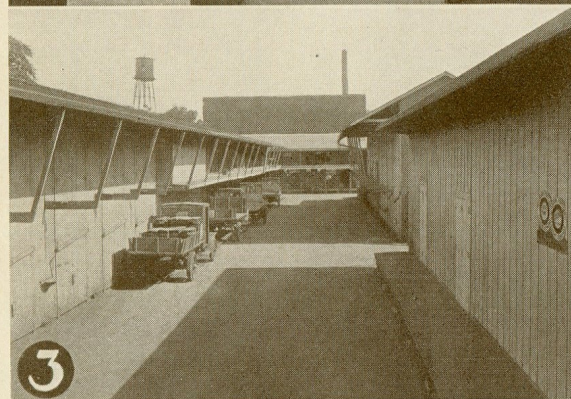
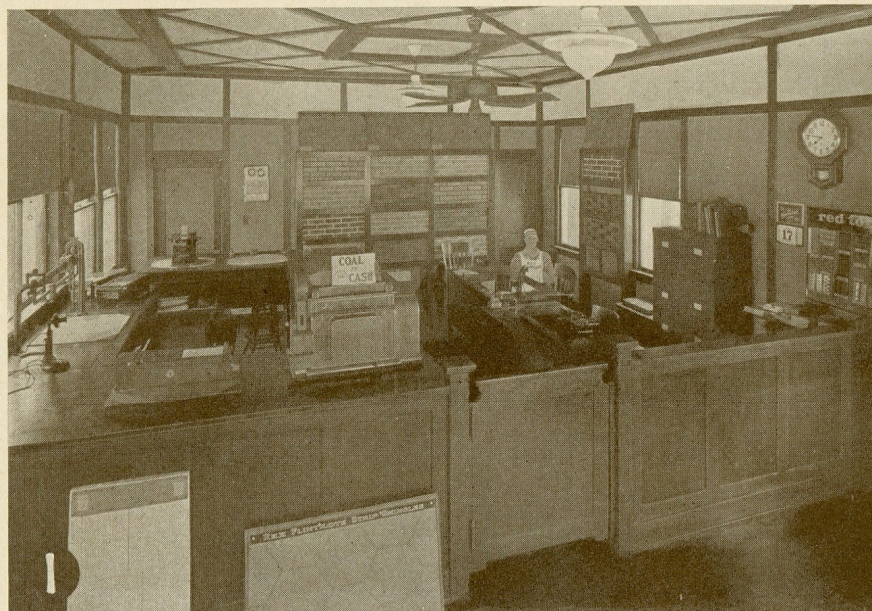
Office Forms
Filing Cabinets

Printing of all Kinds
Safes Rubber Stamps

Loose Leaf Forms
Desk Lamps



A few of Sa-
lina's fine homes.
Spacious lawns and
beautiful flowers
and shrubs impress
the visitor.

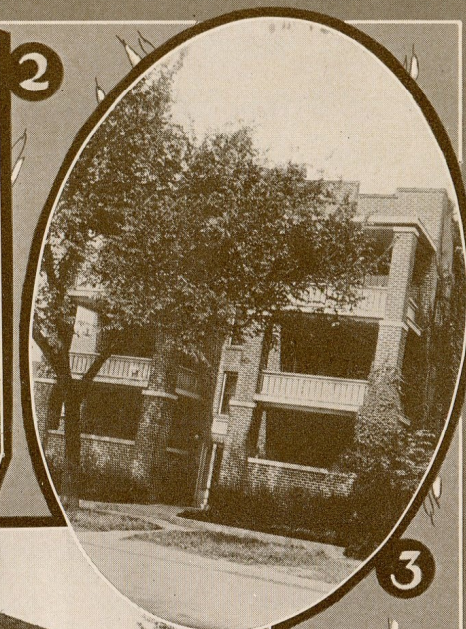


1. Office. 2. Sash Storage Room. 3. East Driveway. 4. West Driveway

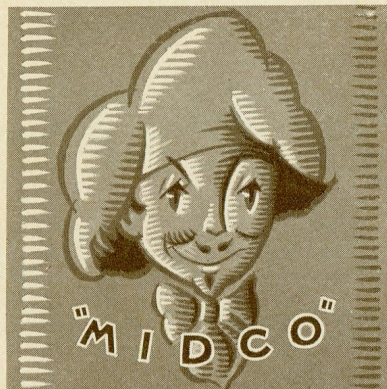
Leidigh & Havens Lumber Company

Building Materials Retail and Wholesale

Lumber		
Creo-Dipt	} Shingles	Inso Board and Lath
Premium 5/2		Wagon Oak and Oak Flooring
Sash, Windows,	} All Kinds Millwork	Metal and Wood Lath
Doors, Panels,		Made-Rite Stucco
Columns		Cements, Plaster, Lime, etc.
Wrapped Trim, Yellow Pine and Oak		Building and Fire Brick
Window and Door Frames		Sewer Pipe, Flue Lining, Drain Tile
Ladders: Straight, Step, Extension		Fibered and Gypsum Wall Board
Roll Roofing, Shingles		Asphalt, Calcium Chloride
Posts and Poles		Screen Corners, Sash Weights
		Corrugated Iron
		Mortar Colors
		House, Barn, Roof Paints



- 1—Norton Apartments.
- 2—LaVerne Apartments.
- 3—Belvere Apartments.
- 4—Lee Apartments.
- 5—Olivett Apartments.



SALINA — Our Opportunity

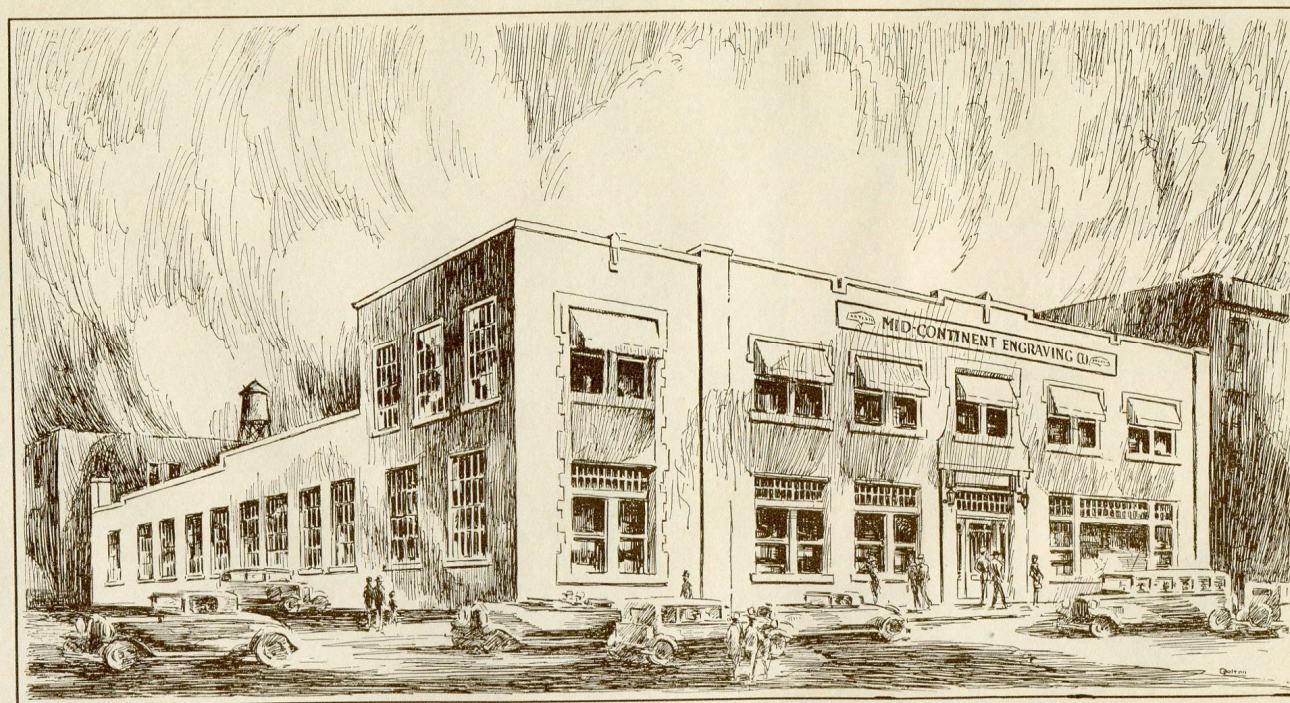
AFTER a period of constant contact with Salina and its men we recognize the city as our opportunity. We became a member of its business family thru the establishment of a local service and art department. We were welcomed with a flow of business that exceeded our expectations. ♦ ♦ ♦ ♦ ♦

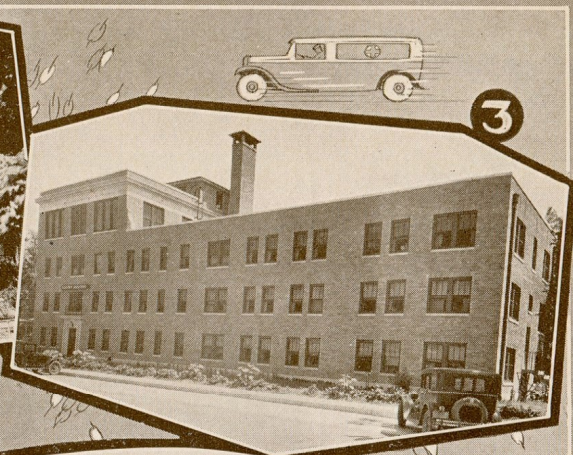
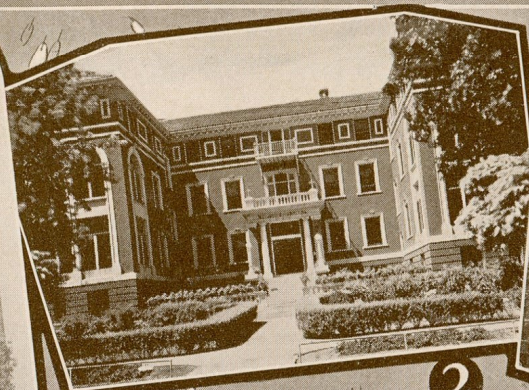
Mid-Continent Engraving Co.
Salina...Wichita

*This book was
designed and
engraved by
"MIDCO"*

SALINA OFFICE
310 NATIONAL BANK
OF AMERICA BUILDING

PHONE 1800





HOTELS AND HOSPITALS

- 1—Warren Hotel.
- 2—St. Johns Hospital.
- 3—Asbury Hospital.
- 4—Clayton Hotel.
- 5—Lamer Hotel.



Stiefel Brothers & Company
SALINA'S • LARGEST • RETAIL • ESTABLISHMENT

ATMOSPHERE

Visitors from out of town and Salinaites, alike, remark "The atmosphere about this store individualizes and distinguishes it". The repetition of this remark has led us to analyze this so-called "Atmosphere". We believe it to be found in four things:

1. The Store Itself
2. The Personnel
3. The Merchandise
4. The People Who Patronize it

THE STORE at every stage of its 26 years of progress has kept abreast of the times. Its aisles are wide, the stocks are kept in orderly arrangement, the convenience of the public is carefully considered. The merchandise is plainly marked and is allowed to speak for itself.

THE PERSONNEL contributes much to what people call atmosphere. Stiefel's employees are always courteous and obliging to old and new patrons, alike. Adequate wages are paid and the firm surrounds its employees with wholesome and agreeable working conditions.

THE MERCHANDISE shows the result of careful selection. The presence of a standard in merchandise contributes much more than may be realized at first thought, to the so-called "atmosphere" of this store. The constantly fresh stocks and the new things which greet one at every visit further this impression.

LIKE ATTRACTS LIKE and a smart store attracts smart people. . . . it is quite safe to say that one may judge the merchandise of a store by its patrons, just as surely as the patrons of a store are an index to the quality of a store's merchandise.

*When in Salina plan a shopping tour at this store.
Use our many conveniences that are at your disposal.*



FOR THE SPIRITUAL
WELFARE OF SALINA'S
CITIZENS AND VISITORS

- 1—First Methodist Episcopal Church.
- 2—Church of the Sacred Heart (Catholic).
- 3—St. John's Lutheran Church.
- 4—Y. M. C. A.
- 5—Christ Cathedral (Episcopal).

*YOU will find in Salina a
friendly co-operative spirit . . .*

*. . . You will find it here in this bank
where a complete service is rendered*

*In addition to the usual banking service of checking accounts, safety
deposit boxes, savings accounts, etc., we main-
tain insurance and real estate
departments*

Farm Loans Made Anywhere In Central Kansas

THE RESERVE STATE BANK

SALINA, KANSAS



SPIRITUAL
SALINA

- 1—Evangelical
Lutheran Church.
- 2—Presbyterian
Church.
- 3—Congregational
Church.
- 4—Baptist Church.
- 5—University Meth-
odist Church.

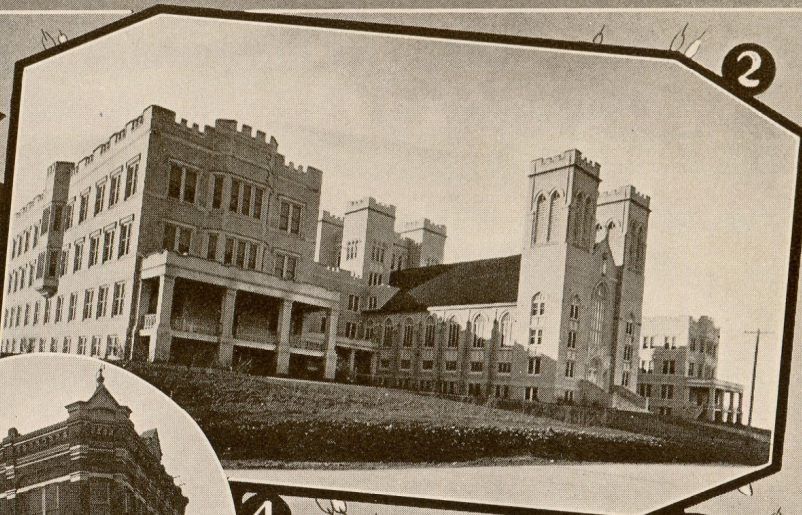
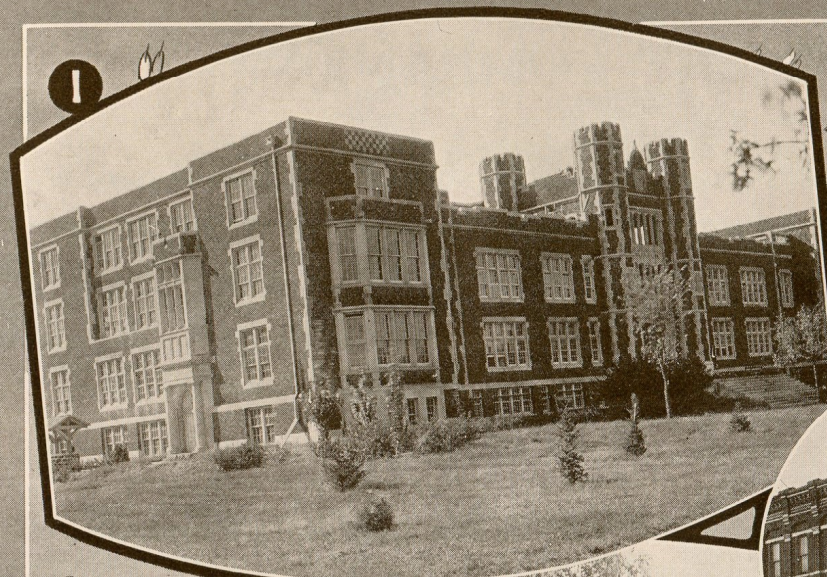
YOU WILL LIKE SALINA

— for its friendliness, its progressiveness, its climate and all those things which have made it an ideal and successful location for us.

The Public Utility Investment Company

NATHAN L. JONES, Pres. R. H. JARVIS, V. P. SHERLEY STEWART, Secy. M. J. KENNEDY, ¹Treas.

Parent Company and fiscal agent for a group of public utilities rendering service in five states and having operating headquarters in our office at Salina.



3

- 1—Administration Bldg.—Kansas Wesleyan University.
- 2—Marymount College and Academy.
- 3—Conservatory of Music.
- 4—Kansas Wesleyan Business College.
- 5—St. John's Military School for boys.



SALINA, KANSAS

CONCORD, N. H.

THE PUTNAM INVESTMENT COMPANY

Business Established 1873

First Mortgages, Real Estate Securities Throughout Central Kansas

LOANS

::

FARM LANDS

::

CITY PROPERTIES

The Putnam Trust Company

Capital, Surplus and Profits

\$125,000.00

Trust Service

Investments
Loans

Savings Department

Putnam-Bricker Agency

All Kinds of Insurance

Automobile
Full Coverage
Putnam Bldg.

Personal Accident
Full Coverage
BONDS
Phone 878

Putnam Sand Company

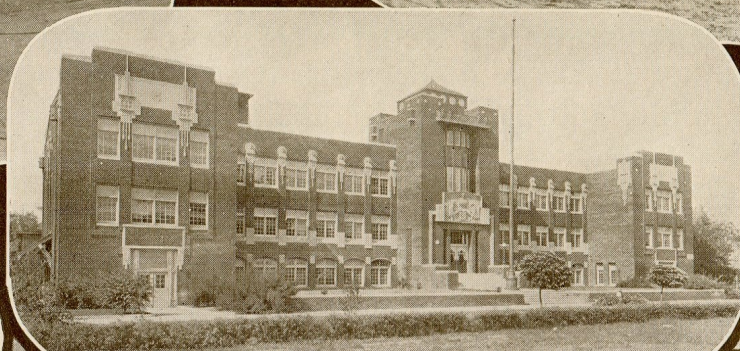
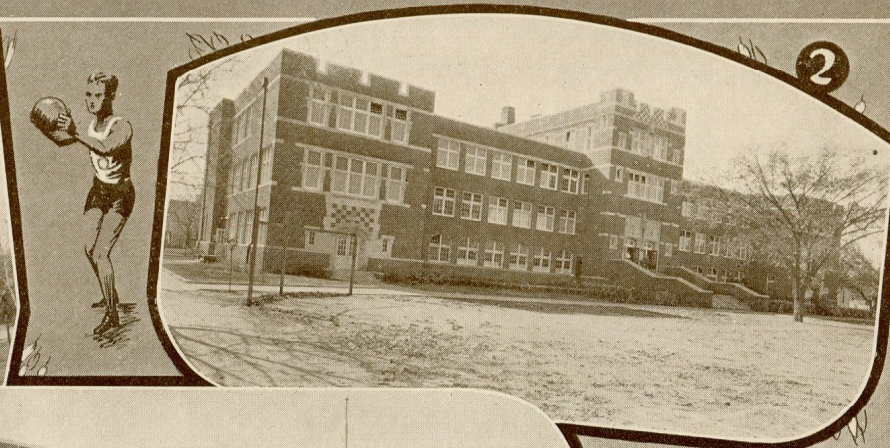
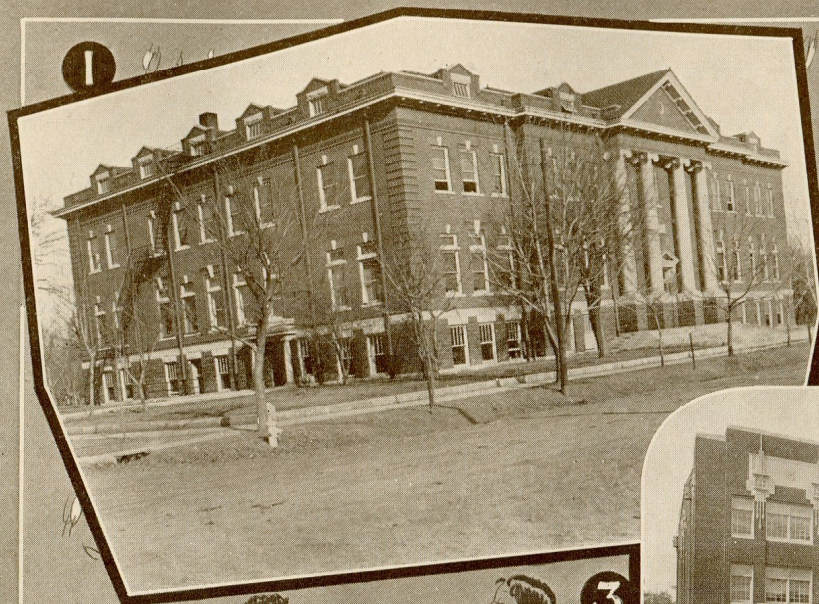
Capacity 500 Yards Daily

All Kinds of Washed, Screened River Sand and
Gravel

Salina Savings and Loan Association

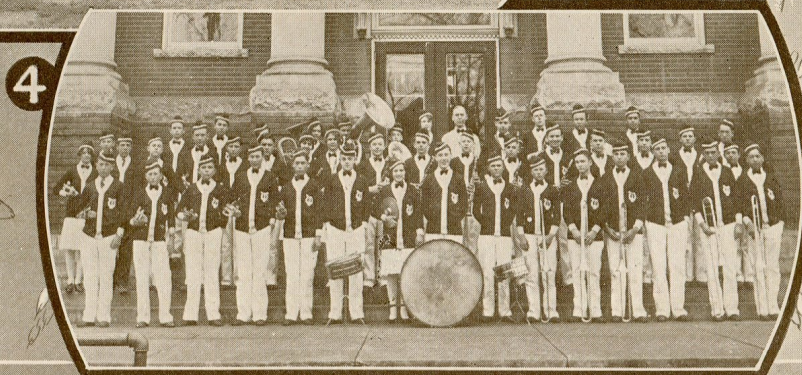
*An Association to Encourage
Thrift and Home Owning*

C. L. WIGHT, Secretary
Putnam Bldg. 206 W. Iron Ave.



WHERE EDUCATION
AND CULTURE
FIND DEVELOPMENT

- 1—Washington High School.
- 2—Roosevelt Junior High School.
- 3—Lincoln Junior High School.
- 4—High School Band.



Civic Consciousness

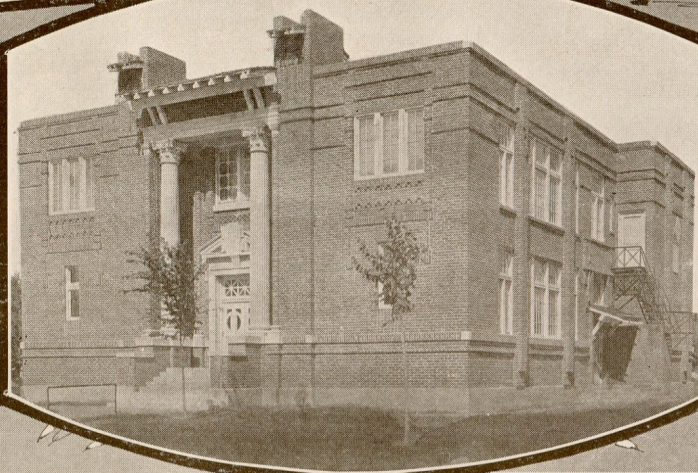
The United Power and Light Corporation, like the Chamber of Commerce, is imbued at all times with the thought of civic consciousness. In other words, our company, the same as any other civic organization feels deeply its responsibility to the community and its many hundreds of patrons.

Our low rates for electricity offer unusual inducements to industries to locate in Salina where they will be assured of cheap and certain power for future development and growth.

Phones
116-117

**The United
Power & Light
Corporation**
(of Kansas)

200 South
Santa Fe



Some Salina
schools of the
lower grades.
(1st to 6th
grades)



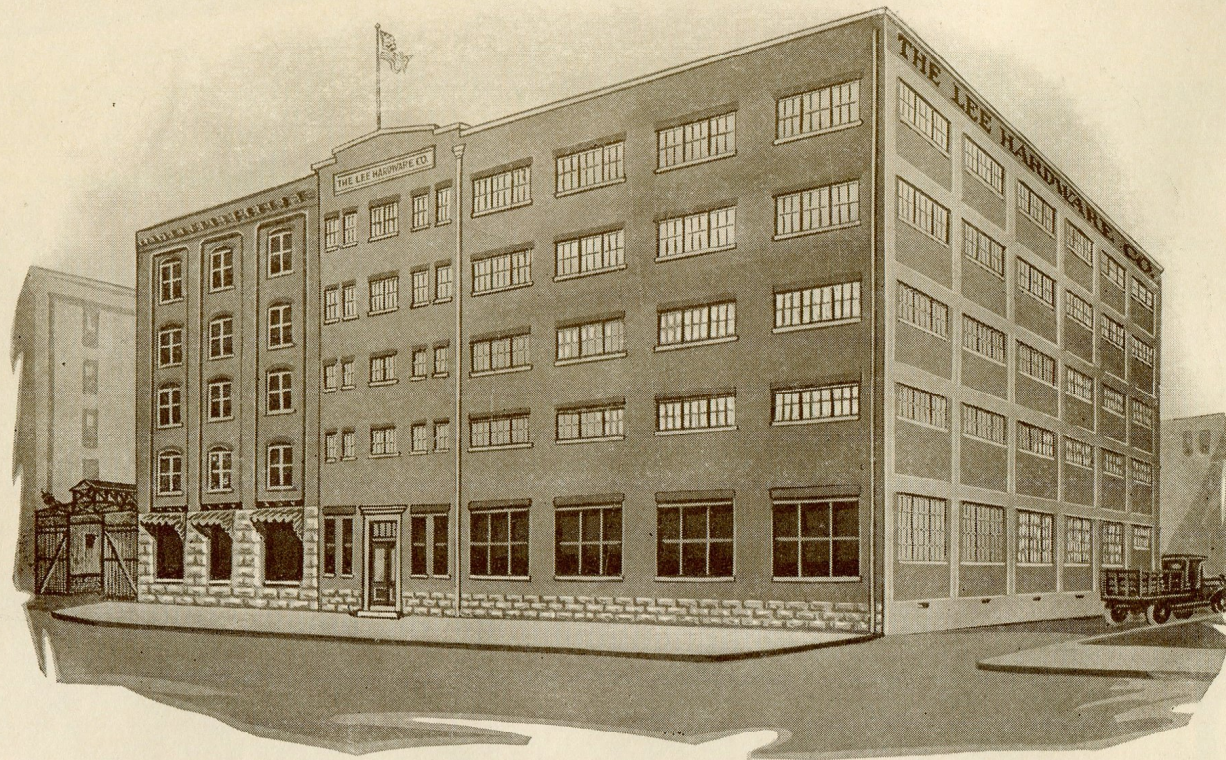
Established
1902



Capital
\$1,200,000.00



Floor Space
3½ Acres



Twenty-five
Traveling
Salesmen



TERRITORY:

Kansas
and parts of
Colorado
and
Oklahoma

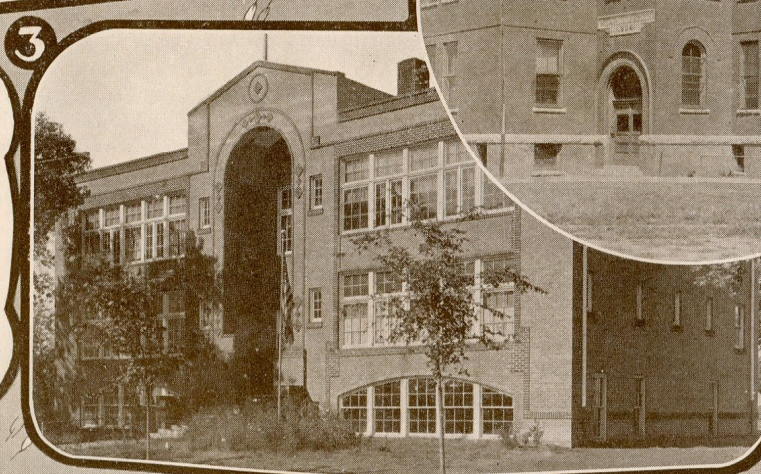
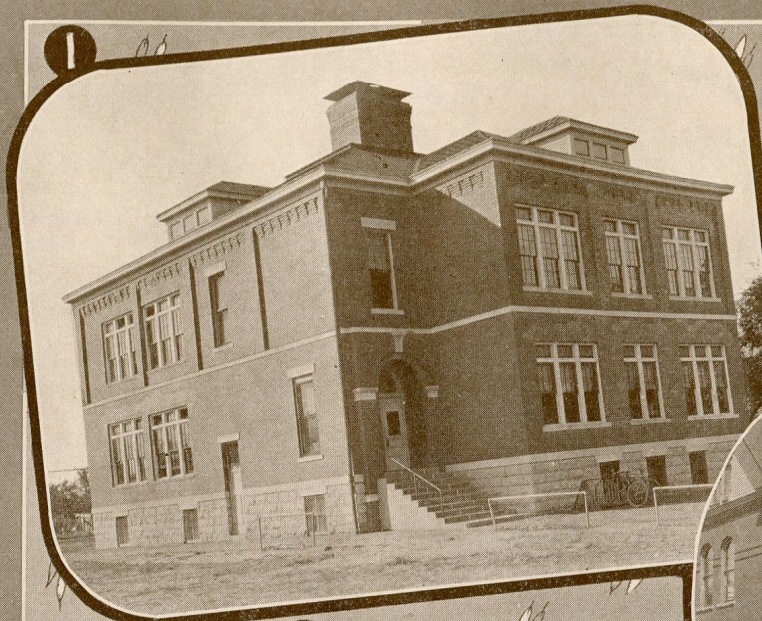
THE LEE HARDWARE COMPANY

Jobbers and Distributors

Hardware, Sports Goods, Radio Supplies, Paints, Oils, Glass, Automobile
Accessories, Plumbing and Heating Supplies

Manufacturers and Distributors

Nurex Tabbng Compound for the Printing Trade



These grade schools of the old and the modern types suggest Salina's progression along educational lines.

Members of Salina Association of Life Underwriters

BOYS, CLAUDE M.
Equitable Life Assurance Society of New York

BRANSON, EARL C.
Great Western Life Insurance Company, Des Moines

BROWN, RALPH
Aetna Life Insurance Company, Hartford

CANNON, W. H.
New York Life Insurance Company

CLODFELTER, W. C.
Reliance Life Insurance Company, Pittsburg

COCHRANE, W. H.
Mutual Life Insurance Company, New York

CRAVENS, HAROLD
Travelers Insurance Company, Hartford

CROOKS, HARRY E.
North Western Mutual Life Insurance Company, Milwaukee

CURTIS, H. A.
Bank Savings Life Insurance Company, Topeka

DAVIS, EDGAR
Mutual Benefit Life Insurance Company, Newark

DONELAN, JAMES J.
United Life Insurance Company, Salina

DRAKE, ERNEST
Midland Life Insurance Company, Kansas City

EBERHARDT, JOHN J.
Mass. Mutual Life Insurance Company, Springfield

FLOWERS, C. R.
United Life Insurance Company, Salina

FRASER, W. A.
Bankers Life Insurance Company, Des Moines

GARRISON, GEORGE F.
Bankers Life Insurance Company, Lincoln

HOLTZ, ORVILLE E.
United Life Insurance Company, Salina

HAMES, LEE
Midwest Life Insurance Company, Lincoln

HUMBARGER, R. T.
United Life & Accident Insurance Company, Concord

LANTZ, JOHN
Great Republic Life Insurance Company, Los Angeles

LAKE, JOHN W.
Manhattan Mutual Life Insurance Company, Manhattan

LIGGETT, HARRY M.
Great Republic Life Insurance Company, Los Angeles

LONGENECKER, C. H.
Metropolitan Life Insurance Company, New York

MARIETTA, C. O.
Equitable Life Insurance Company, Des Moines

MERCER, F. J.
Bankers Life Insurance Company, Des Moines

MILNER, HUGH
Midwest Life Insurance Company, Lincoln

MOORE, HAZEL N.
New York Life Insurance Company

MOORE, AUGUSTA A.
Prudential Life Insurance Company, Newark

MUIR, WILLIAM
Farmers & Bankers Insurance Company, Wichita

NIERNBERGER, A. J.
Midwest Life Insurance Company, Lincoln

PRESHAW, S. A.
Bankers Life Insurance Company, Des Moines

REITZ, D. E.
United Life Insurance Company, Salina

RICHARDS, STANLEY B.
Aetna Life Insurance Company, Hartford

SHANAHAN, J. M.
United Life Insurance Company, Salina

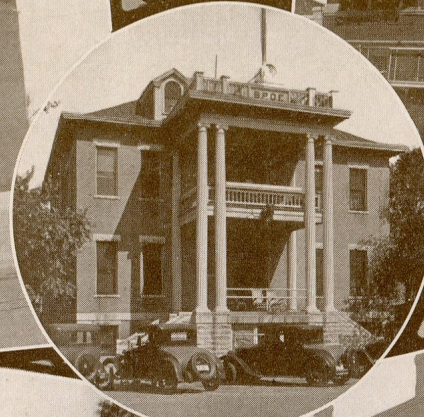
SISSON, CLYDE
Aetna Life Insurance Company, Hartford

SLOAN, G. D.
Farmers and Bankers Insurance Company, Wichita

STRAND, PAUL
Midwest Life Insurance Company, Lincoln

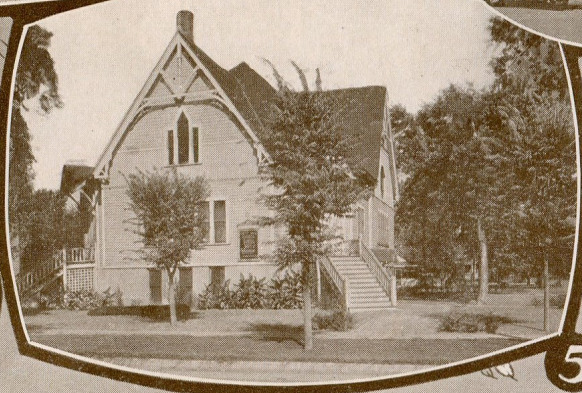
SURFACE, RICHARD J.
Farmers & Bankers Insurance Company, Wichita

WOOD, O. C.
Bankers Reserve Life Insurance Company, Omaha



FRATERNAL LIFE IN SALINA

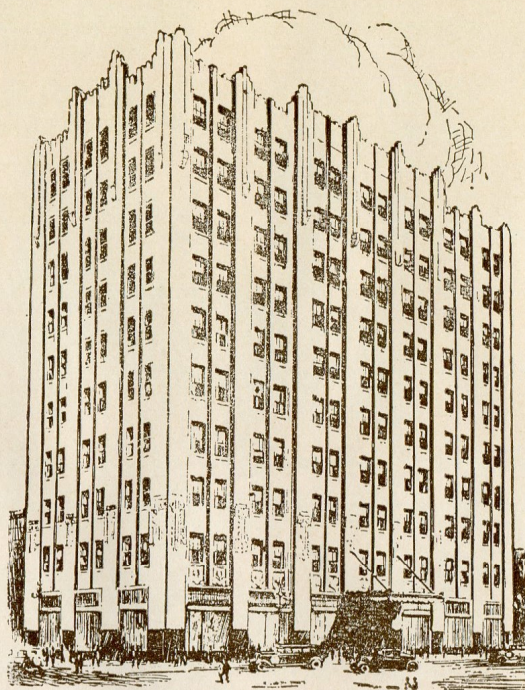
- 1—Masonic Temple.
- 2—Eagles Lodge building.
- 3—Elks building.
- 4—Knights of Columbus building.
- 5—Odd Fellows building.



*With a History of Pledges Fulfilled and a Program
of Sound Expansion We Solicit Your Business*

HELP US BUILD UP THIS HOME COMPANY

Legal reserve
Low net cost
Complete protection
High type investment
Policy contracts containing all the modern benefits



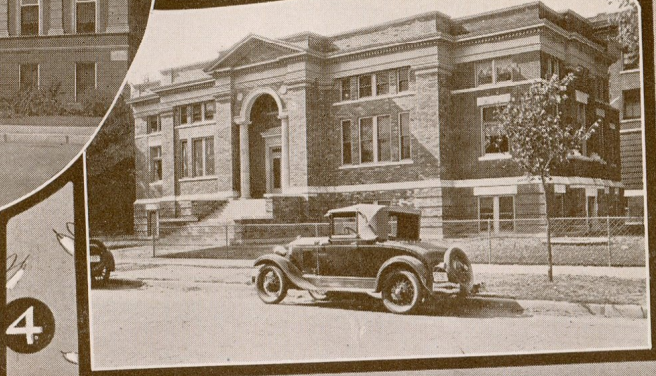
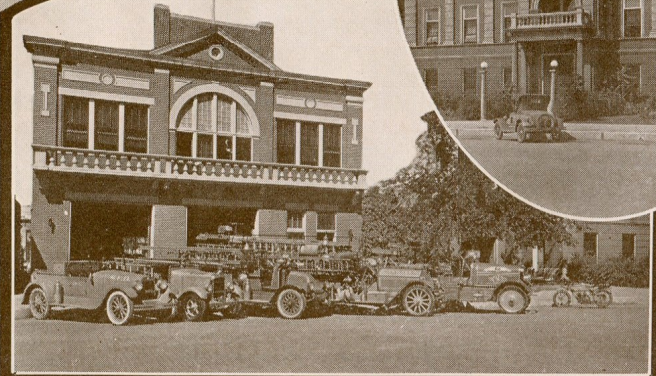
OUR NEW HOME OFFICE BUILDING

Help us build Your
Home Company and
community —

While we help you save
and invest for your old
age and protect your
loved ones

If the United Life is not represented in your community and you have sales ability write the Agency Dept. for information. We have an exceptional proposition for men and women of ability.

THE UNITED LIFE INSURANCE COMPANY
of SALINA, KANSAS



CIVIC STRUCTURES

- 1—Interior Memorial Hall.
- 2—Exterior Memorial Hall.
- 3—City Hall.
- 4—Central Fire Station.
- 5—Salina Public Library.

HUDGENS-SCHMIDT MOTOR COMPANY

*Largest Distributors
in Kansas of* 

Oakland Six — Pontiac Six

Products of General Motors



SERVICE STATION
213 No. 5th St.

SALESROOM
212 No. Santa Fe

WAREHOUSE
400 No. 5th St.

PHONES { Local 2600
Long Distance 2023



- 1—Salina Daily Journal holds world's circulation record in cities of 20,000 or less.
- 2—Pumping station—City waterworks.
- 3—Saline county court house.
- 4—Post Office.

New Hotel Warren

Salina's Newest Hotel

COFFEE SHOP

Free Parking in Connection

Rates: \$1.50, \$2.00, \$2.50



Clothes . . .

for the

Well Dressed Man and Boy

Hickey-Freeman
Michaels-Stern

Laderer
CLOTHING CO.

The Planters State Bank

SALINA, KANSAS

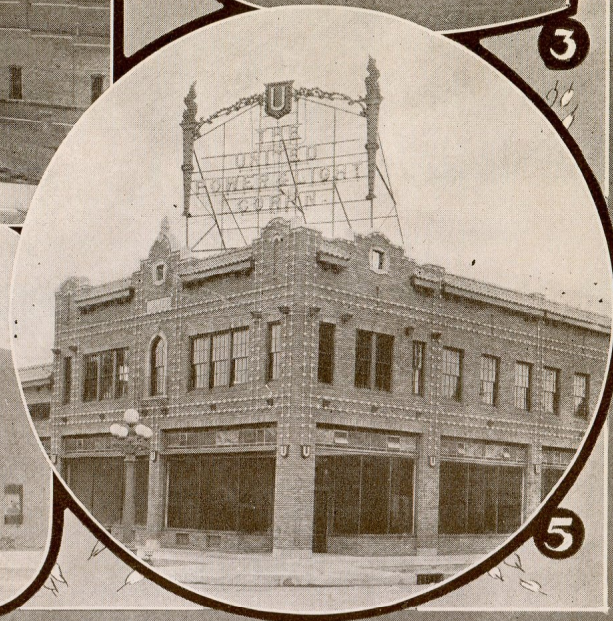
Organized 1900

Capital, Surplus
and Profits **\$200,000.00**

Officers and Directors:

GUY T. HELVERING	- - - -	President
CLEVE D. MILLER	- - - -	Vice-President
R. W. SAMUELSON	- - - -	Cashier
B. E. LUDES	- - - -	Assistant Cashier
D. F. WILSON	- - - -	Assistant Cashier
J. E. Putnam		R. P. Cravens
B. I. Litowich		E. H. Sudendorf
		R. A. Rearwin

Accounts of Individuals, Firms and Banks Solicited
on our record of Twenty-nine Years of Safe and
Conservative Banking



- 1—Salina Municipal Band.
- 2—Portion of Salina's principal business street.
- 3—United Telephone Company Bldg.
- 4—A cold storage warehouse.
- 5—United Power & Light Corp. office and salesroom.

Watson's Brands
of
Food Products

Watson's
Best Highest and
Best Quality

Higher
Quality



Lower
Prices

High Quality
for Low Price

Ky-Lo
BRAND

The WATSON
Wholesale Grocery Company
SALINA, KANSAS

The
NATIONAL BANK
of AMERICA

Capital . . . \$200,000.00

Surplus . . . 150,000.00

OUR AIM:

"Do nothing to foster and encourage speculation.

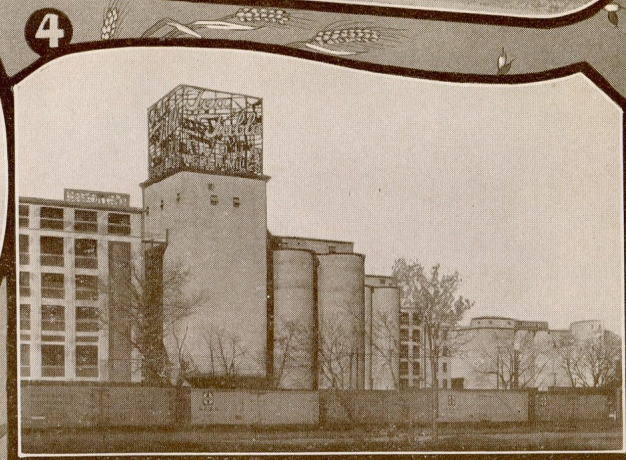
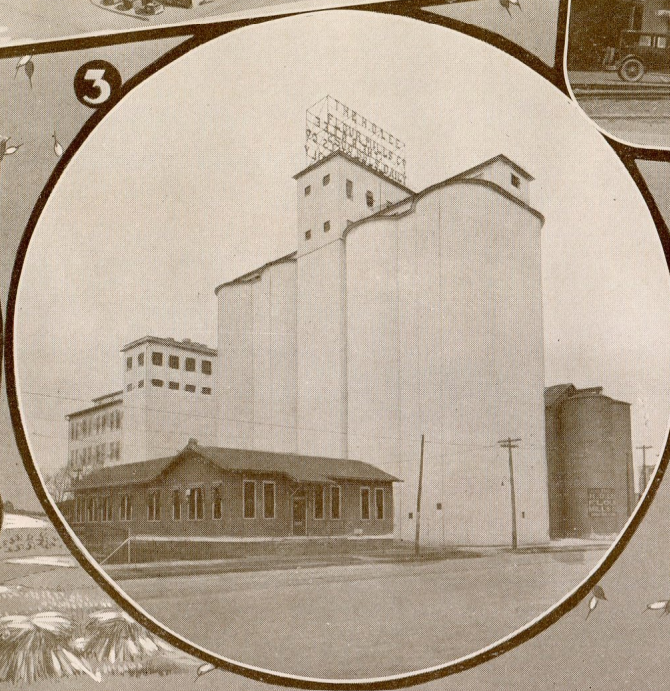
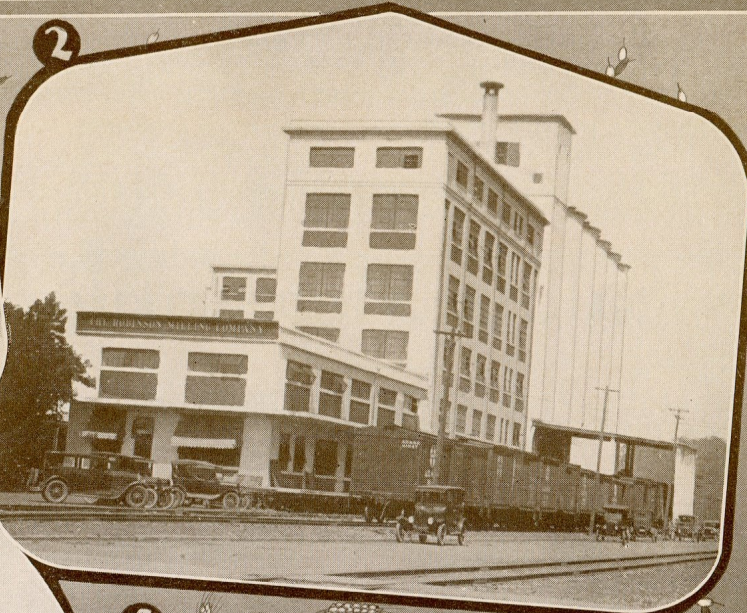
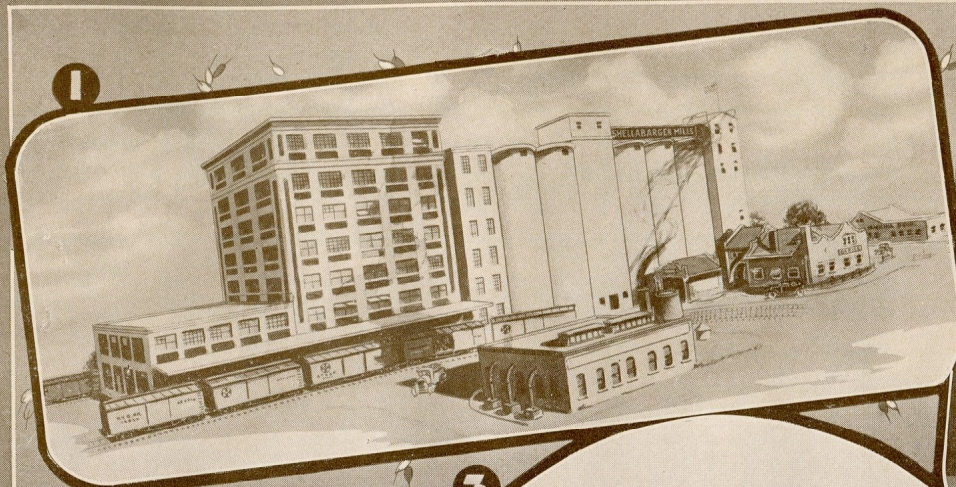
Give facilities only to legitimate and prudent transactions.

Distribute your loans rather than concentrate them in a few hands.

Pursue a straightforward, upright, legitimate banking business.

Treat your customers liberally bearing in mind that the bank prospers as its customers prosper."

HUGH McCULLOCH
First Comptroller of the Currency



ADDING TO
THE MILLING
IMPORTANCE
OF SALINA

- 1—Shellabarger Mills.
- 2—Robinson Milling Co.
- 3—H. D. Lee Flour Mills Co.
- 4—Weber Flour Mills Co.

The
**Salina Mercantile
Company**



Dry Goods and
Ready-to-Wear
Garments

**The Utt Lumber
and Coal Yard**

Where the Home Begins

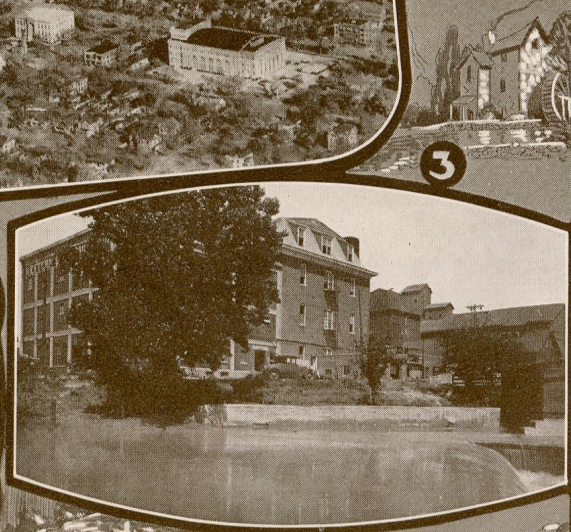
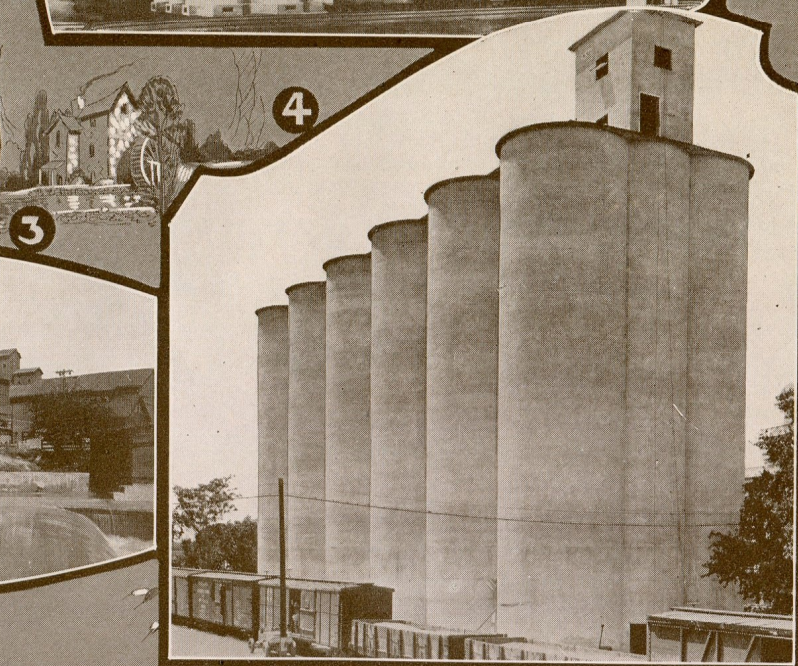
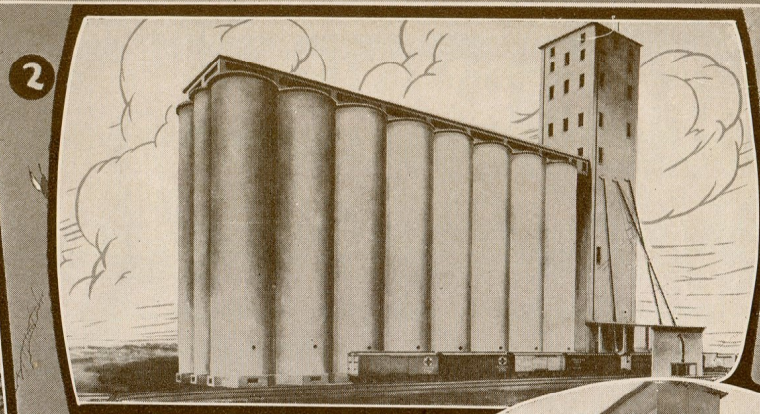
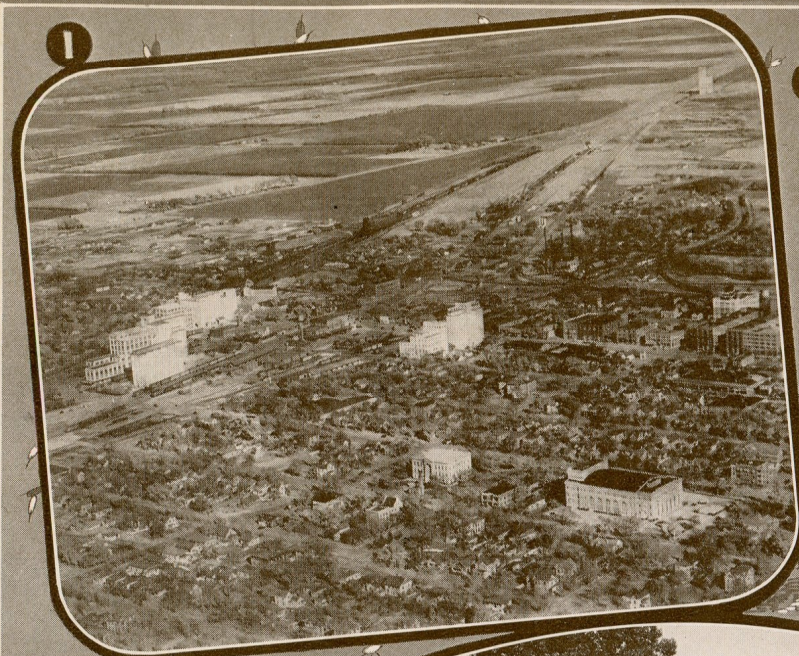
321 North Santa Fe Avenue

The
**W. O. Anderson Commission
Company**

*A Complete Line of Fresh
Fruits and Vegetables*

Pabst Blue Ribbon Brew
Wonder Process Cheese

Best Food
Products



1—Air view of north Salina, showing milling district at left center. Memorial Hall in lower right corner.

2—Shellabarger Terminal Elevator.

3—Western Star Mill.

4—Salina Terminal Elevator.



BEN H. BYRNES
Architect
 312 NATIONAL BANK
 OF AMERICA BLDG.
 PHONE 1049
 SALINA, KANSAS

High Grade Wearables

*for Men and Young Men
 at Moderate Prices*

Kuppenheimer Clothes

Cheney Neckwear

Phoenix Hosiery

Munsingwear Underwear

Mallory Hats

Selz Oxfords

Ide Shirts

Haggart-Gawthrop

155 N. Santa Fe

Our Confidence

is in the future growth
 of Salina, central and
 northwest Kansas



Roy M. Heath Co.

Distributors
 HUDSON-ESSEX



FOUR STRONG BANKS

- 1—Reserve State Bank.
- 2—Farmers National Bank.
- 3—Planters State Bank.
- 4—National Bank of America.





THE LAMER HOTEL

C. W. LAMER, President

SALINA, KANSAS



160 ROOMS



Our Home Is Your Home

The Kansas Ice & Storage Company

SALINA, KANSAS

Cold Storage Eggs
Fruits and Vegetables

Merchandise
Storage

CAPACITY 300 CARS

SWITCHING CONNECTIONS: Missouri Pacific,
Union Pacific, Rock Island and Santa Fe R. R.

Distributors of

ICE AND COAL

The MERRILL SUPPLY COMPANY

Distributors of

Replacement Parts



SALINA

KANSAS



- 1—New United Life Bldg.
- 2—Farmers Union Bldg.
- 3—Putnam Trust Bldg.
- 4—Public Utility Invest-
ment Bldg.

Pause For Refreshment

A BOTTLE OF

Coca-Cola

Made in a most Sanitary
Daylight Plant from Pure
Distilled Water.

Coca-Cola Bottling Works

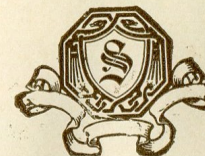
Porterfield Bros.
SALINA, KANSAS

The Wyatt Mfg. Co., Inc. SALINA,
KANSAS
Makers of

TRADE **The "Jayhawk"** MARK

PORTABLE HAY STACKERS—SWEEP RAKES
.. and ..
COMPLETE PLAYGROUND EQUIPMENT

General Custom Foundry Work Solicited
Established in 1903



For Thirty-Three Years

Apparel of Quality
for Men and Boys



Stevenson's

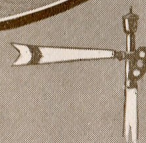
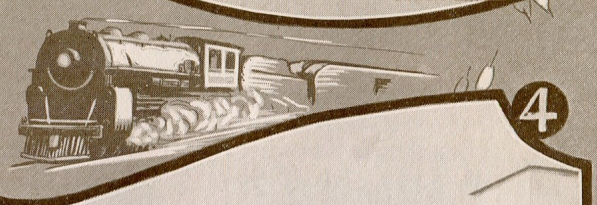
RAILROAD FACILITIES

1—Union Station.

2—Union Pacific
freight house.

3—Missouri Pacific
freight office.

4—Santa Fe
freight house.



WIEGNER'S

—Women's Wear—

Salina's
Finest
Women's
Apparel
Shop - - -



The woman or miss who desires the very latest in fashions, and loves to select them in an atmosphere of harmony; who enjoys courtesy combined with knowledge of style and correctness of fit; yet securing her articles of wearing apparel at a most moderate price, will select with pleasure in our new and up-to-the-minute shop.

Our own buyers and our representatives in the style centers of the east and abroad are always on the alert for the latest creations by Dame Fashion.

We will deem it a pleasure to show you our new and modern shop.

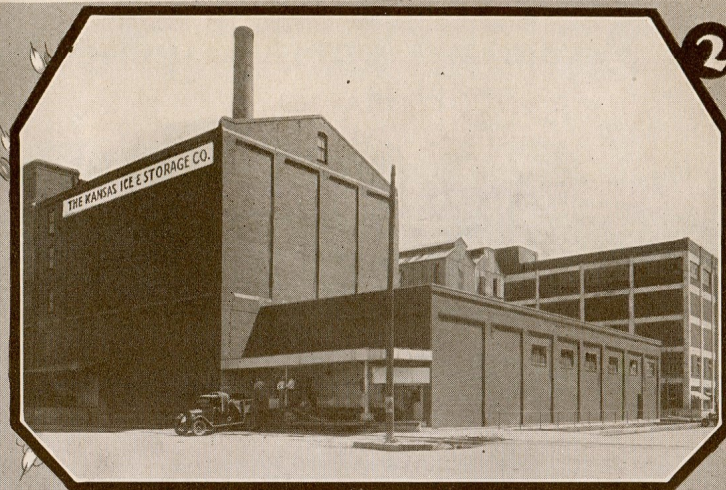
127 North Santa Fe

The Salina Journal

Has the Largest Circulation of Any
Daily Newspaper in the World
Published in a City of
20,000 or Less



The Salina Journal serves a trade territory larger in area than the combined states of Connecticut, Delaware, Rhode Island and New Jersey.



- 1—Swift & Co. poultry and egg house.
- 2—Kansas Ice & Storage plant.
- 3—Butzer Packing Co.
- 4—Cultra Company poultry house.

The Western General Agency
INCORPORATED

All Kinds of
INSURANCE



SALINA, KANSAS

A CITY

of well designed buildings awakens a sense of pride in its citizens, and attracts favorable comment from strangers entering its gates.

OUR AIM has been to contribute to this community asset in designing such representative buildings as:—Memorial Hall—Presb., Christian & Imm. Lutheran Churches—Stiefel and Rorabaugh Dep't Stores—many Residences, including 19 in Country Club Heights—Asbury Hospital—Leighton Floral Shop—10 story United Life Bldg.—and many others.

Chas. W. Shaver, Architect

SALINA, KANSAS

A complete and
efficient organization

Member
Amer. Inst. Arch'ts

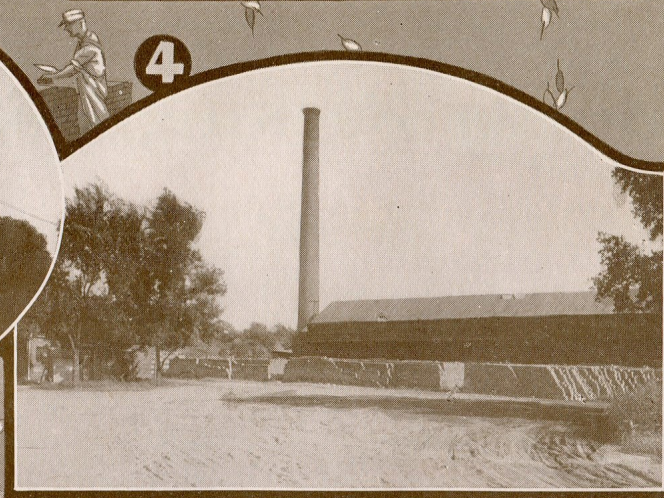
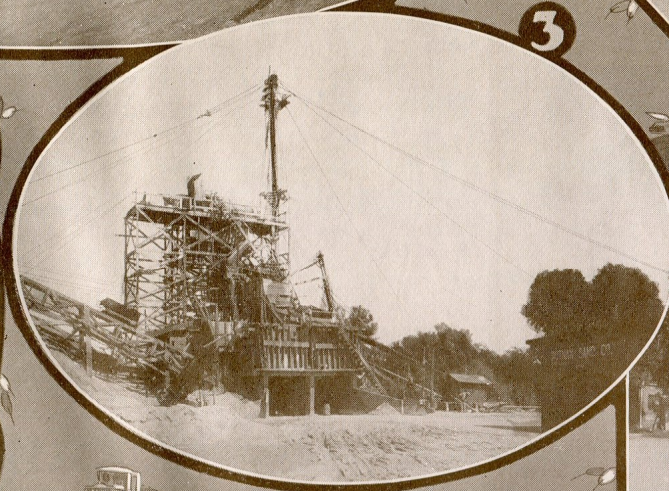
Operating over
Mo. - Ks. - Iowa

A Certain

SALINA CREAMERY

offers several unique advantages to cream producers of central and western Kansas. One of these advantages is its stability for it is the oldest established creamery in Kansas. It offers unexcelled financial and manufacturing resources for it is the largest Kansas owned creamery in the state. The producer finds a varied market since he may sell either direct to the churning plant or thru a chain of conveniently located cream stations. Also those producers who prefer may sell milk instead of cream. The institution just described is

The
Belle Springs Creamery Co.



- 1—Concrete
Products Co.
- 2—Salina Planing
Mill.
- 3—Putnam Sand
Co.
- 4—Salina Brick Co.



Meet Bernice

At 225 North Fifth Street

BERNICE WHO ??

Why, Bernice Grate Coal, of course

Headquarters For Coal

Golden Belt Lumber Co.

PHONES 61 and 62

Butzer Packing Co.

Always a booster for Salina trade territory by establishing a live stock market for the sale of cattle and hogs.

Our "Princess" Hams and Bacon
can be secured from all the leading markets in the cities of northwestern and central Kansas.

A Civic Asset

Country Club Heights, Salina's newest residential section, was planned and built by men who desired an unusual location for a permanent home. To insure a community of home owners that would be agreeable to carry on the development along these lines, only people who intended to build homes for their own use were interested in the original company.

The development of Country Club Heights offered the opportunity to develop the sub-division along strictly commercial lines,—by putting in streets at the lowest possible cost, cheapening the sewer system and other methods sometimes used in similar developments.

The true civic idea prevailed and the sub-division has been developed with the thought of home ownership as its major objective. And as proof that this objective was sound and right, Country Club Heights with its twenty-eight attractive homes today, we believe, represents a definite civic asset for Salina.

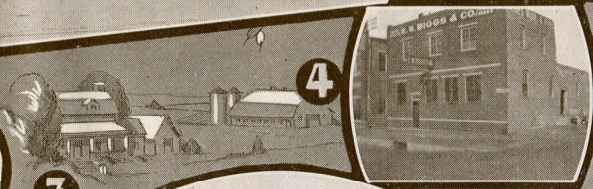
Salina Country Club Development Co.

SALINA, KANSAS



FINE BUSY
BUSINESSES

- 1—Salina Supply Co.
- 2—Lee Hardware Co.
- 3—International Harvester Co.
- 4—E. W. Biggs & Co.
- 5—U. S. Farm Sales Co.



ARNOLD

Automobile Co.

Dodge Bros.
Six Cylinder
Motor Cars
Trucks and
Buses



Plymouth Motor Cars

St. John's MILITARY SCHOOL

SALINA

:: *Founded by the Citizens of Salina* ::

A Boarding School with College Preparatory and other High School Courses.

Junior School for Younger Boys.

The School life is conducted under a modified military system. There is daily drill and the benefits of military training, together with the advantage of constant personal contacts with instructors and officers. All athletics encouraged.

The tuition is \$650.00. This includes instruction, board, room, laundry, supervision. The uniforms worn are extra.

The 42nd Year Opens September 12, 1929.

For Catalog Address the Superintendent



Four distinct products, all of which are thriving businesses in Salina. Lower left is main building of Jayhawk Hay Stackers and kindred equipment.

Some Information in regard to Salina's Telephone System



The Salina Telephone exchange is a part of the United Telephone Company which in recent years has grown into one of the strongest independent companies in the United States, operating fifty-eight exchanges and serving more than fifty thousand subscribers. The Salina exchange, with 6,200 telephones has the distinction of being the largest of the fifty-eight owned exchanges, and handles on the average of thirty-six thousand local calls a day. This exchange is what is commonly known as the common battery type and is featured with automatic ringing and so forth. The local force has one of the largest payrolls of the city, offering employment to one hundred men and women.

An up-to-date two story brick building, occupying a prominent location, houses the modern telephone office. A separate one story brick building is used for the service department. Both of these buildings are owned by the company, which is in keeping with its policy of owning property in the community served.



SALINA ASSOCIATION — of — Local Fire Insurance Agents

Ralph Anderson
Cravens Agency
Dodge Agency
Duncan-Hendricks
Henry H. Eberhardt

Fitzpatrick Agency
L. C. Housel Agency
C. T. Nyberg Agency
C. J. Peck
Putnam-Bricker Agency

Theo. B. W. Seitz
P. A. Tobin Agency
Western General Agency
J. Earl Wyatt

Landscape Designing and Planting

Evergreens, Shrubs, Trees, Perennial Flowers,
Bulbs, Roses, Vine and Fruit Stock
Designers of Parks, Estates, Cemeteries, Golf
Courses, Gardens, Homegrounds & Farmsteads



Kansas Landscape & Nursery Co.

1416 East Iron

Salina, Kansas



**A FEW WHOLESALE
ESTABLISHMENTS**

- 1—Watson Wholesale Grocery Co.
- 2—S. E. Lux Mercantile Co.
- 3—H. D. Lee Mercantile Co.
- 4—W. O. Anderson Commission Co.



A HUMANITARIAN SERVICE

Salina has some of the best physicians and surgeons to be found in the middle west. It also has two very complete and up-to-date hospitals rendering a great service to this part of the state.

To assure the comfort and convenience of the sick and injured in reaching this splendid service we are providing an Exclusive Ambulance Service that is second to none in the State.

No distance is too great for us to respond to a call and only skilled attendants are in charge. Our prices for this service are extremely low considering the equipment furnished and the service rendered.

Phone 890

Salina Funeral Home

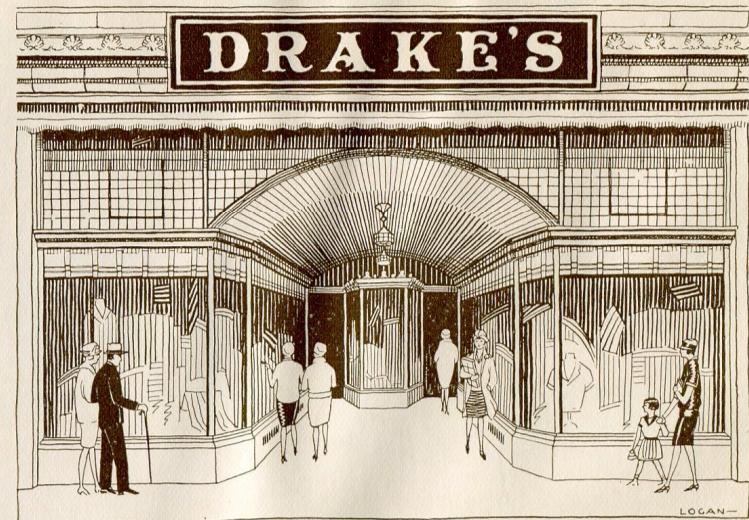
L. B. SMITH

J. J. SULLIVAN

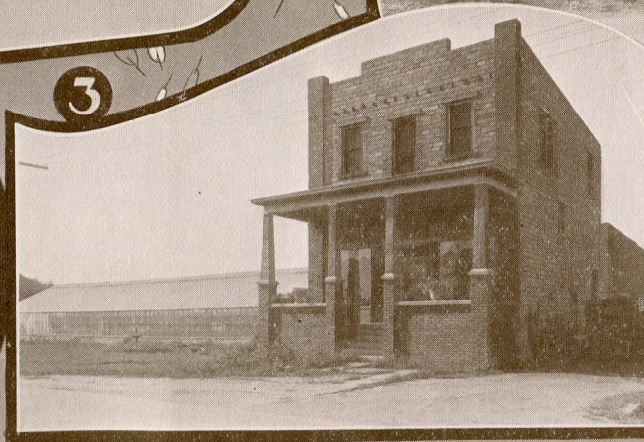
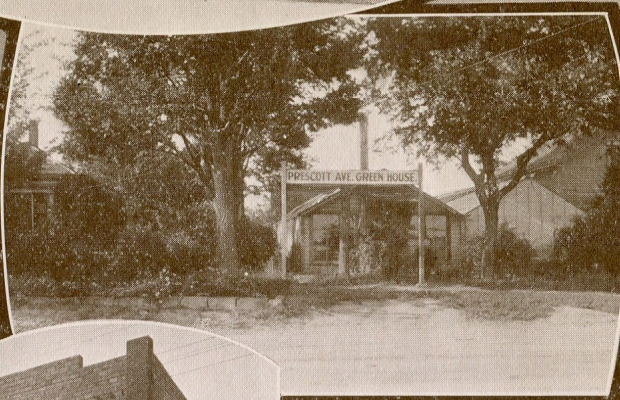
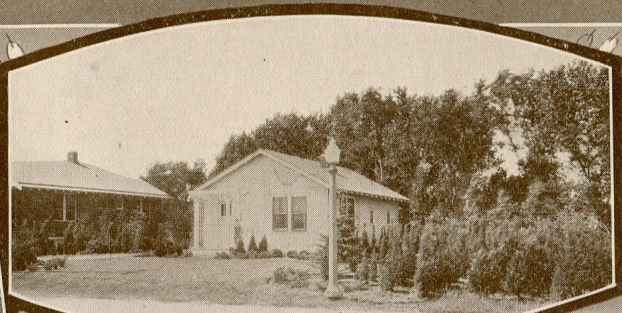
The Breon-Armold Motor Co.

OLDSMOBILE
VIKING
GENERAL MOTOR TRUCKS

Distributors for
Northwest Kansas



A SPECIALTY SHOP FOR WOMEN AND MISSES



- 1—Leighton Floral Co.
- 2—Kansas Landscape & Nursery Co.
- 3—Davidson Floral Co.
- 4—Prescott Ave. Green House.

Built Into the Community's Business Life . . .

IN a few days The Farmers National Bank will begin its forty-seventh year of service. Forty-six years, through panic and prosperity, fair weather and foul, this bank has successfully held its place, and grown steadily into the life of the community.

Age in banking is always an asset, and in this institution it is coupled with modern efficiency and a ready co-operation in furthering any movement for the betterment and progress of the community, as well as an interested service that meets the individual need of every patron.

To old and new customers alike, a cordial invitation is extended to make full use of our service and facilities.

The Farmers National Bank
SALINA, KANSAS

The Oldest Bank in Saline County



LEE BRAND FOODS

*High Quality
Pure, Delicious,
Appetizing*

MORE THAN TWO HUNDRED DELICACIES
FROM WHICH TO CHOOSE

For Sale at Your Home Grocers

The H. D. Lee Mercantile Co.

**RURAL LIFE
NEAR SALINA**

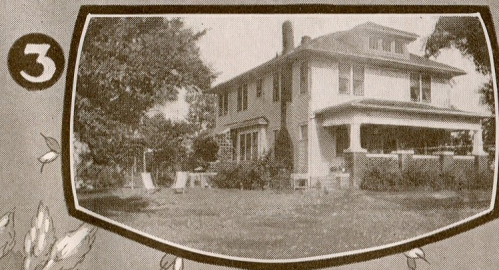
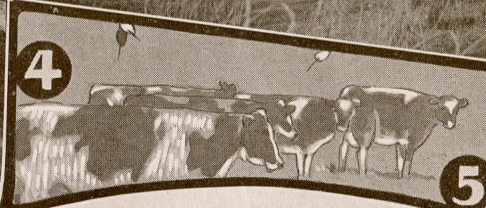
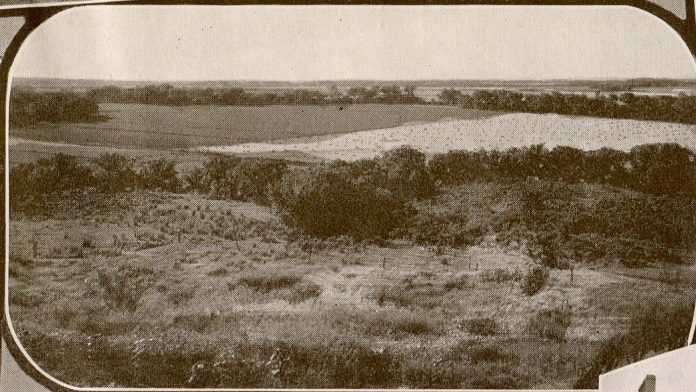
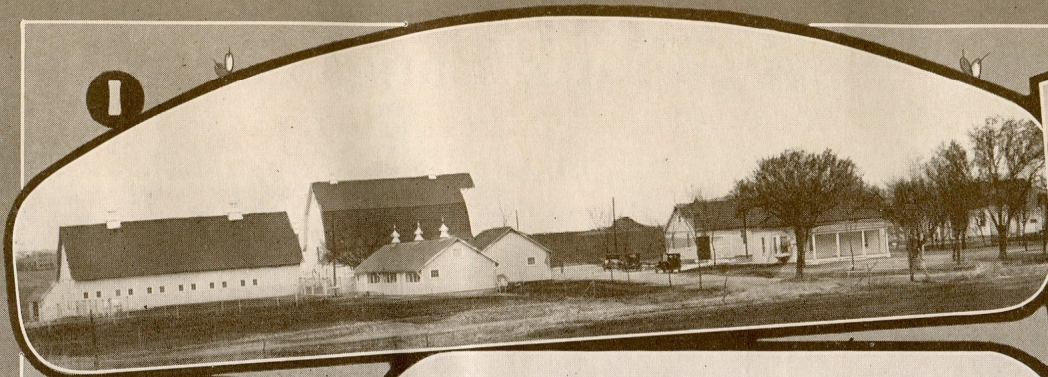
1—Jo-Mar Dairy
Farm.

2—Poultry thrives
in this climate.

3—A typical farm
residence.

4—Boundless
prairies and
fields.

5—A baby chick
hatchery.





Home of SALINA SUPPLY CO.
Wholesale PLUMBING AND HEATING SUPPLIES



Welcome

Our "Complete Laundry Service" eliminates in Salina the "problem" of laundering in the home and for the business man.

Salina Steam Laundry

E. A. MORGAN, Manager
148 North Seventh St. Phone 22

Frank Bangs & Co.

110 So. Santa Fe

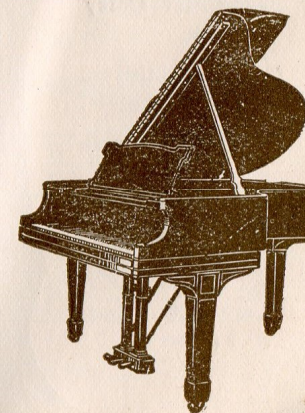
WATCHES, DIAMONDS,
SILVERWARE, CLOCKS,
QUALITY JEWELRY

Leather Goods
Lenox China

Gift & Art Shop
Glassware

Kodaks — Moving Picture Cameras
and Equipment

Steinway
Vose
Brambach
Elburn Pianos
Duo-Arts — Victrolas
Electrolas — Radios

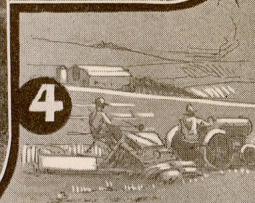
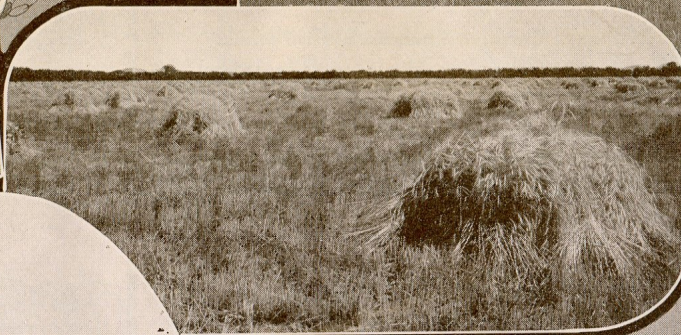
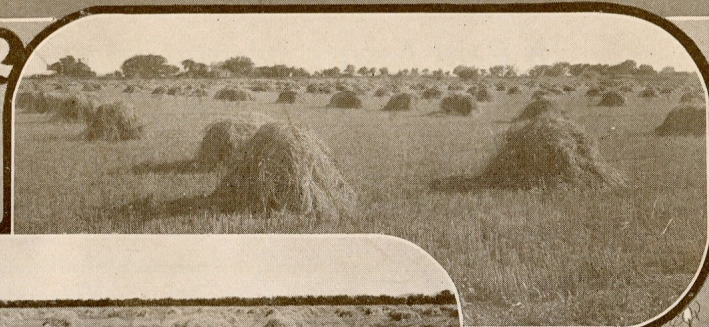


J.W. JENKINS
SONS' MUSIC CO.

148 South Santa Fe

Salina, Kansas

Scenes such as these
abound near Salina. They
suggest why prosperity
prevails and why Salina
is truly "Your
Opportunity."



*In Real Estate Matters
Consult a*

REALTOR

Truth - - Service - - Dependability

AL. G. ANDERSON, President HENRY EBERHARDT, V.-Pres.
P. A. TOBIN, Sec'y-Treas. Mrs. IDA HENDRICKS, Director
RALPH A. SMITH, Director

Ralph Anderson Agency	- - - - -	Watson Bldg.
Country Club Development Co.	- - - - -	Farmers Nat'l Bank
R. P. Cravens Agency	- - - - -	123 So. Santa Fe Ave.
Duncan & Hendricks	- - - - -	112 S. 7th St.
H. H. Eberhardt	- - - - -	N. B. of America
Farrow Realty Co.	- - - - -	140½ S. Santa Fe Ave.
Fitzpatrick Mortg. Co.	- - - - -	109 W. Iron Ave.
L. C. Housel Agency	- - - - -	112½ S. Santa Fe
Layton Bros. Land Co.	- - - - -	126½ S. Santa Fe
Lynn & Wakenhut	- - - - -	113 S. 7th.
Putnam Investment Co.	- - - - -	Putnam Bldg.
Seitz Realty Co.	- - - - -	102½ N. Santa Fe
P. A. Tobin	- - - - -	112½ E. Iron
Twin Valley Realty Co.	- - - - -	121 S. Santa Fe.
J. Earl Wyatt	- - - - -	Campbell Bldg.

*Only Members of
The Salina Real Estate Board
are "Realtors"*

Kansas Wesleyan University

SALINA, KANSAS

Every community should provide cultural advantages in keeping with its material developments.

Kansas Wesleyan University provides Salina and the contiguous territory most excellent advantages for higher education with its regular standard four year courses leading to the degrees of Bachelor of Arts, Bachelor of Science, Bachelor of Music and Bachelor of Science in Commerce.

Shorter courses may be pursued leading to the elementary state, the public school music, and the commercial teachers certificates.

For detailed information write for catalog.

L. B. BOWERS, President.



Salina, Kansas, Store No. 27

CLOTHING
(Men and Boys)
SHOES
HATS

DRY GOODS
HOSIERY
MILLINERY
READY TO WEAR

*Outfitters for the Entire Family
Quality Merchandise at Lowest Possible Prices*

SALINA—Your Opportunity

MOST everyone has heard something of the great State of Kansas, its pioneer days, the progress that it has made, what it produces in the way of the necessities of life and the wonderful possibilities at the present time. The early pioneer has been responsible for the start of this wonderful progress and the building of the fine communities within the state.

Established in 1858

Salina first came into being on March 13, 1858, through an Act of the Fifth General Assembly of the Territory of Kansas, granting a charter to a town-site company consisting of Col. Wm. A. Phillips, A. M. Campbell, A. C. Spillman, David L. Phillips and James Muir. Many of the descendants of these pioneer settlers are now active and progressive citizens of the community.

Salina's growth has been steady and substantial, there never having been a boom period, and is due to its location and the productivity of the county and tributary territory. It may well be called the "City of Opportunity".

Distributing Point for Central and Northwest Kansas

Salina being logically located, and aided by the untiring efforts of its citizens, has become the center of trade for central west and northwestern Kansas. The city is not only a manufacturing, distributing and retail center but is a city of homes, culture and refinement, having well

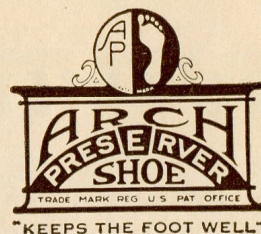
equipped educational institutions, fine churches, parks, playgrounds, social, fraternal and civic organizations which offer to every citizen an inspiration and an opportunity to take part in the growth and prosperity of the community.

An Educational Center

Salina stands out very prominently in educational facilities, special attention being given to the efficiency of the public schools. There is an investment of more than \$1,250,000.00 in buildings and equipment, comprising 11 grade with kindergartens, 1 Junior and 1 Senior High School. One of the outstanding features is the Week-Day Religious Education; one afternoon of each week being given over to this work, giving to the pupils the privilege of attending the church requested by parents. This Salina plan has received wide attention and has been adopted in other cities. In addition to the public schools there is a parochial grade and high school, Kansas Wesleyan University (co-ed), Marymount College (girls), St. Johns Military School, and a well established Business College, all of which gives to those seeking elementary or higher education for their children every opportunity to provide it.

A City of Churches

The importance of religious life to a community has been recognized by our citizens, as has been demonstrated by the seventeen modern churches representing practically all denominations. In addition to these churches the well equipped Y. M. C. A. and Y. W. C. A. offer to the boys and



"KEEPS THE FOOT WELL"

The Home of

ARCH PRESERVER SHOES

for Men and Women

Epp's Bootery.

114 So. Santa Fe Ave :: Salina, Kansas

Marymount College

The only Senior College
exclusively for women in
the State of Kansas.

Courses leading to the
A. B. and B. S. Degrees.

Write for Further Information

When Better Automobiles Are Built, Buick Will Build Them

See us for Buick and its companion car,
the Marquette built by Buick

Authorized Buick and Marquette Service

Salina Buick Company

227-231-233 North Santa Fe
SALINA, KANSAS

WE HAVE FAITH IN SALINA

*A Good Place to Live
A Live Business Town
Unusual Future Possibilities*

J.C. PENNEY CO INC

girls, young men and women of the community the environment that tends toward the highest citizenship and real leadership in community life.

Many Recreational Facilities

Salina encourages outdoor life by offering the very best of recreation facilities, having 185 acres in parks and more than five miles of park drives. In these five parks, as well as on the school premises, modern playground equipment has been installed. The parks also provide recreational facilities such as wading pools, a swimming pool, tennis courts, baseball grounds, golf course and a mile auto speedway. Band concerts are given weekly during the summer and twice monthly during the winter by the forty piece municipal band, which is considered one of the best in the state.

Having presented a glimpse of one phase of life in Salina, we now turn to another one which is essential to the progress of the community—that of commerce and industry.

[A Commercial and Industrial City

Salina has four banks, two National and two State, with a combined capital of \$605,000.00, deposits of \$5,798,606.00 and resources of \$7,179,178.00, four Building and Loan Associations with \$3,307,290.00 in savings accounts, one Trust Company with a capital and surplus of \$115,000.00, deposits of \$82,000.00, resources \$108,000.00, which presents a creditable financial showing and the solidity of the community. (These figures are as of May 1, 1929.)

Salina, although being an interior city, has a number of outstanding manufacturing institutions producing commodities which have a large distribution. Flour milling is the chief industry, there being five large mills having a daily production of 10,000 barrels. Other commodities

manufactured are farm implements, cement products, metal products, brooms, brick and tile, leather goods, optical goods, candy, bread, butter, ice cream and other creamery products, packing house products, mattresses, tents, awnings, harness, rugs, carpets, monuments, oil burners, body braces, mill machinery, ice, gravity dumps, merry-go-rounds, batteries, cigars, soft drinks, auto accessories, sash and doors, printing, books and office supplies.

Distributes Many Products

Salina as a distributing center is among the outstanding in the state, having one of the largest wholesale hardware establishments as well as grocery houses in this section of the country. Among the commodities distributed by wholesale institutions of our city are: autos, trucks and accessories, hardware, plumbing and heating supplies, groceries, notions, candy, bakery goods, cigars, tobacco, butter, poultry, eggs, produce and fruits, books, stationery, office supplies, soft drinks, electrical supplies, flowers, furnaces, furniture, hides, farm implements, lumber, coal and feed, mattresses, harness, oils, brick and tile, builders' supplies, meat products, and seeds.

As a retail trading center Salina caters to central and northwest Kansas with approximately 200 retail establishments, comparable to those in any city near the size of Salina, carrying large stocks of up-to-date merchandise from which the shopper has the same opportunity to fulfill his needs as can be had in metropolitan cities.

Well Served by Public Utilities

Public utilities play an important part in the progress of a city. In this, Salina is very efficiently served by the United Power & Light Corporation, both in natural gas and electricity. Rates for general consumption are nominal, special rates for industrial purposes being made, many



Located at Country Club Road and East Crawford Street

SALINA MEMORIAL PARK

The Cemetery Beautiful

Modern Park and Lawn Plan —
Every Lot Under Perpetual Care

The Most Beautiful Cemetery
in the State of Kansas

“Show me the manner in which a nation or a community cares for its dead and I will measure with mathematical exactness the tender sympathies of its people, their respect for its laws of the land and their loyalty to high ideals.”—GLADSTONE

of the institutions taking advantage of the service for power and heating purposes. Salina has an adequate telephone and telegraph service, being served by the United Telephone Company, Western Union and Postal Telegraph Company. Salina's water plant is municipally owned. Water which shows a very fine laboratory test is supplied from drilled wells. Domestic rates are very low, and for industrial and commercial purposes rates are adjusted according to demand.

In addition, Salina is general headquarters for The Public Utility Investment Company and affiliated companies, a group of companies serving almost 200 cities and towns in five states.

Good Railroad Service

Salina has the prerequisites for a distributing center, having very fine transportation facilities, being served by four railroads: Union Pacific, Missouri Pacific, Santa Fe and Rock Island. In addition to the railroads there are six highway transportation lines handling both passengers and freight.

Salina with its rich surrounding of agricultural territory, the very best transportation facilities and the most favorable outlook for future development, offers the very best of opportunities for new industrial and commercial institutions.

A hearty welcome is extended visitors and to those seeking a real modern city in which to locate a home or business.

Facts to Remember

Salina, county seat of Saline County, operates under Commission-Manager form of government.

Eighth city in state in population and one of the ten leading distributing cities.

Located in the greatest hard wheat producing area in the world.

Third city in Kansas and ninth city in America in flour production—capacity 10,000 barrels daily.

Terminal wheat elevator facilities with capacity of five million bushels.

Wholesale and retail center for northwest Kansas. Population of area, 375,000.

Assessed valuation \$28,500,000. Low tax rate.

Municipally owned water plant. Unlimited supply of pure water from drilled wells.

Unlimited supply of natural gas with rates inviting for industrial use.

Five fine parks and playgrounds, (185 acres).

Municipal swimming pool.

Municipal band, (40 pieces).

\$300,000 Memorial Hall dedicated to Veterans of all Wars. (Auditorium seating capacity, 3,000.)

Well paved streets and sidewalks.

City planning and zoning system.

Good hotel facilities.

Two fine hospitals.

Country Club—18 hole golf course, one of the finest in the state.

Northview Country Club—9 hole golf course.

Rotary, Lions and Kiwanis Clubs.

Most all fraternal organizations well represented.

Chamber of Commerce.

Retailers' Association.

Real Estate Board.

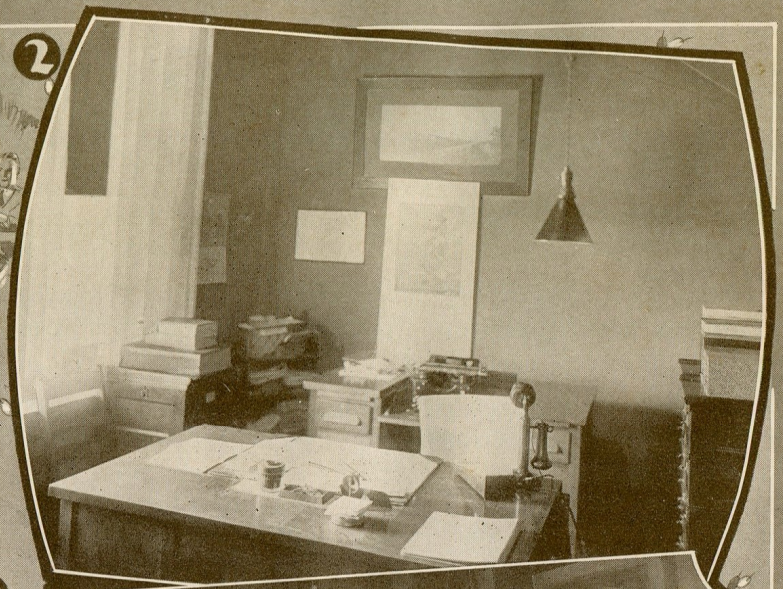
Board of Trade.

Fire Insurance Board.

Information on our city or tributary territory may be had through the

SALINA CHAMBER OF COMMERCE

Salina, Kansas



CHAMBER
OF COMMERCE

- 1—Conference room.
- 2—Traffic office.
- 3—General secretary's office.
- 4—Files of useful information.



CHAMBER
OF COMMERCE

1. Conference room.
2. Reading room.
3. General secretary's office.
4. Office of useful information.

